

THE MAN  
BEHIND POP

"FAMILY  
FOOLS"

CB  
RADIO

DON  
MARTIN

SPY VS.  
SPY

... and the usual gang of idiots are all in this issue of ...

No.  
242  
JUNE  
1982

# MAD

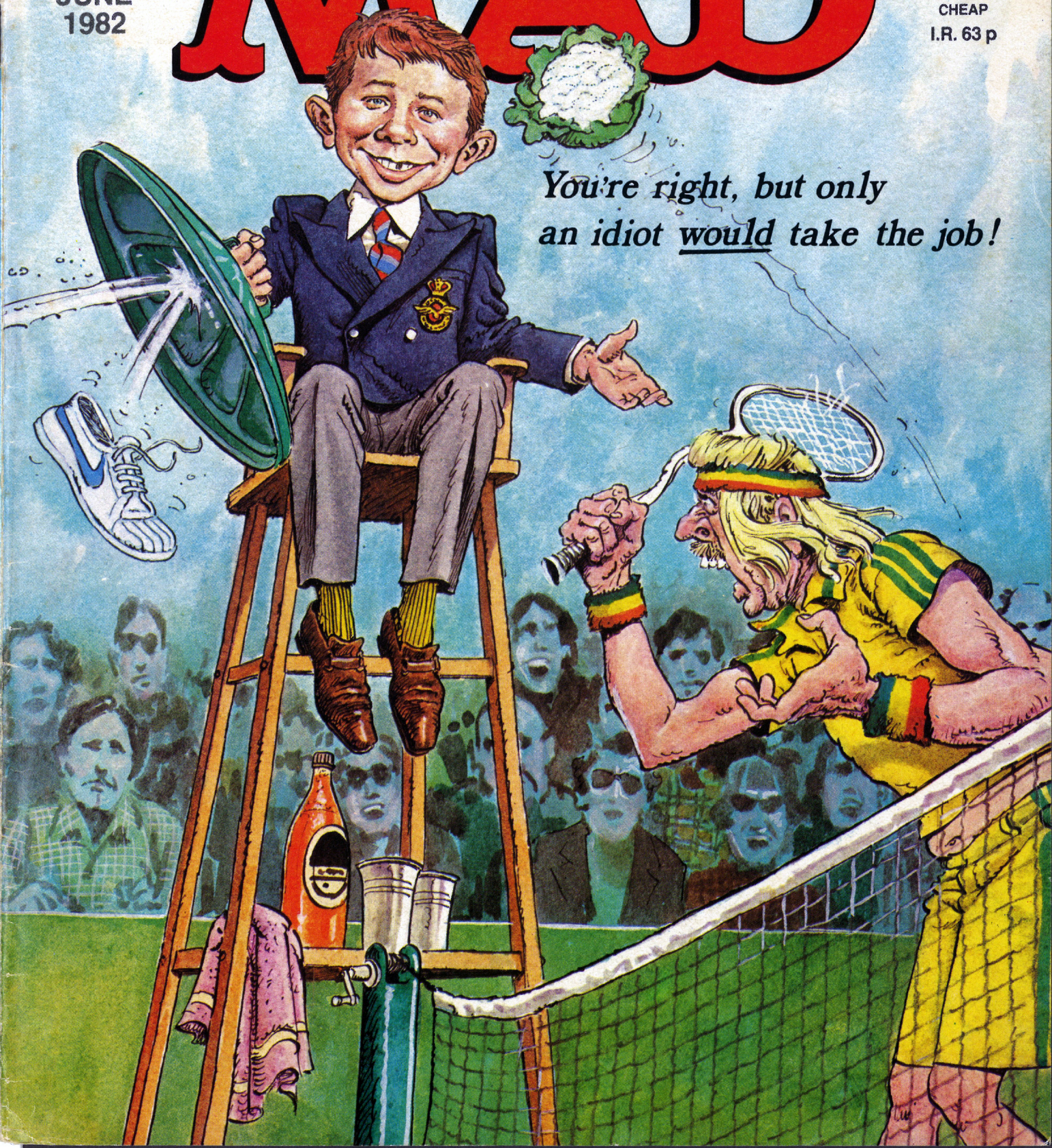
OUR PRICE

45<sub>p</sub>

CHEAP

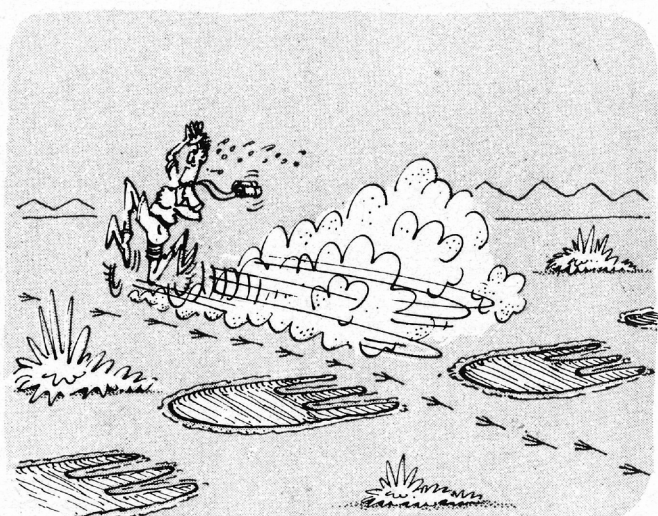
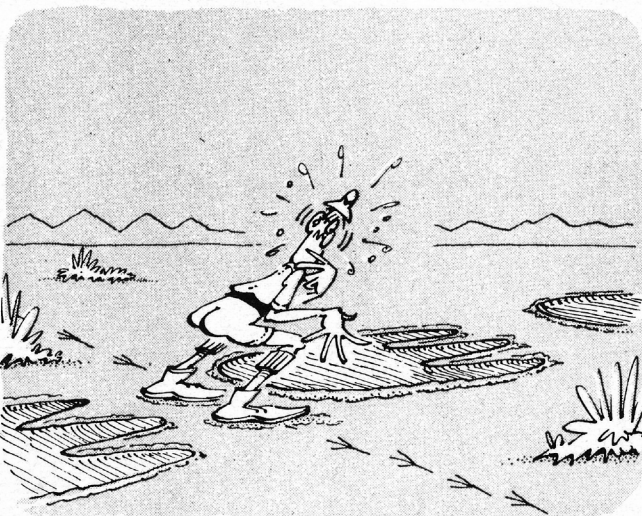
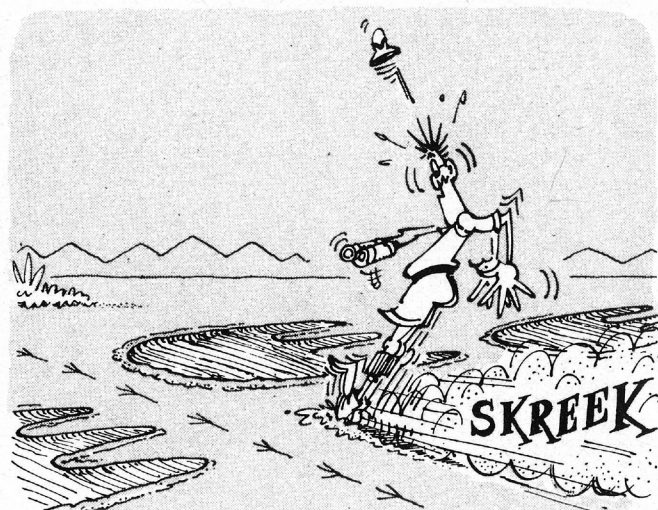
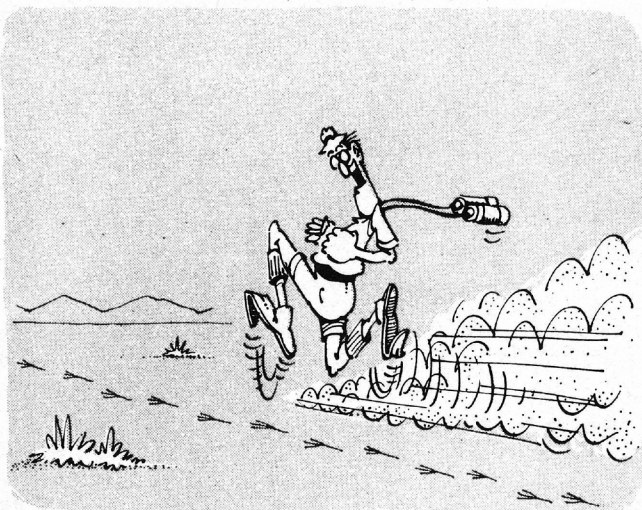
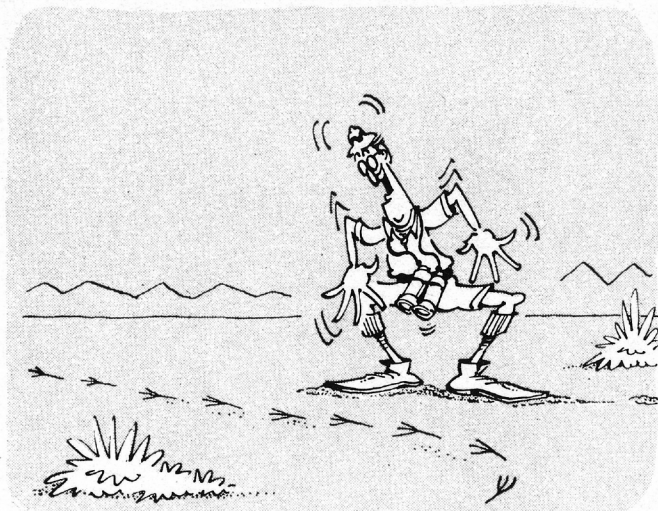
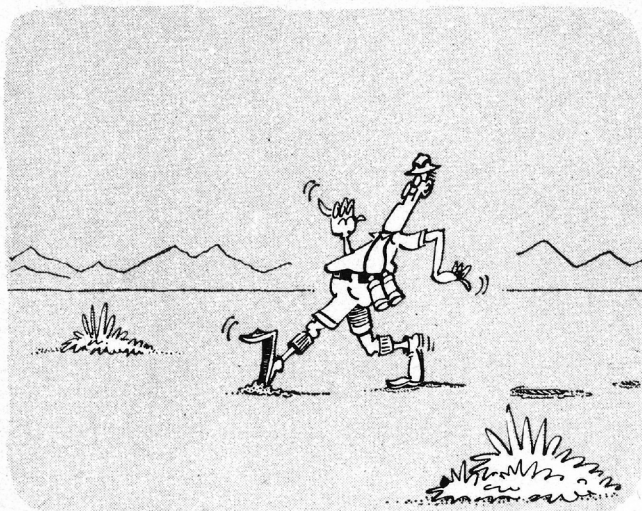
I.R. 63 p

*You're right, but only  
an idiot would take the job!*





# ON THE TRAIL WITH A ZOOLOGIST





# MAD

NUMBER ONE IN A FIELD OF ONE

"What a pity it is that we get our parents when they're much too old to be trained properly!"— Alfred E. Neuman

William M. Gaines *publisher*    Albert B. Feldstein *editor*  
 Leonard Brenner, Tom Nozkowski *production*  
 Nick Meglin *senior editor*    John Ficarra *associate editor*  
 Contributing Artists and Writers  
*the usual gang of idiots*

## BRITISH EDITION

RON LETCHFORD *publisher and editor*  
 BABS LETCHFORD *associate editor*  
 CLIVE CHARLES *subscriptions*

## DEPARTMENTS

<b>A NEW WRINKLE DEPARTMENT</b>	
Whatever Became Of? .....	13
<b>AUTO NEUROTICA DEPARTMENT</b>	
Things You Can Remember Your Car By .....	26
<b>DON MARTIN DEPARTMENT</b>	
On The Trail With A Zoologist .....	2 & 35
One Not So Fine Afternoon Downtown .....	10
<b>JOKE &amp; DAGGER DEPARTMENT</b>	
Spy Vs. Spy .....	15
<b>LETTERS DEPARTMENT</b>	
Random Samplings Of Readers Mail .....	4
<b>LOSING IS EVERYTHING DEPARTMENT</b>	
A MAD Look At Today's Living Showing Why You Can't Win .....	16
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn-Out Dramas" By Aragones .....	**
<b>NAUSEOSTALGIA DEPARTMENT</b>	
A MAD Look At CB Radio .....	22
<b>OUR SURVEY SAYS... "YECCHI!" DEPARTMENT</b>	
"Family Fools" (A MAD TV Show Satire) .....	28
<b>PUT YOUR FUNNY IN THE BLANK DEPARTMENT</b>	
MAD's Do-It-Yourself Comedy Routine .....	20
<b>SLIPPED DISCS DEPARTMENT</b>	
MAD Takes A Look At The Man Behind The Pop Biz .....	6
<b>THE TOPSY TURVY DEPARTMENT</b>	
The MAD Reader Survey .....	11

\*\*Various Places Around The Magazine

A MAD  
LOOK AT  
THE MAN  
BEHIND THE  
POP BIZ  
Pg.6



MAD  
ASKS  
WHATEVER  
BECAME  
OF?  
Pg. 13



A Survey  
Of Today  
Showing...  
"WHY YOU  
CAN'T WIN"  
Pg.16



A  
MAD  
Look  
At  
CB Radio  
Pg.22



THINGS  
TO  
REMEMBER  
YOUR CAR  
BY  
Pg.26



"FAMILY  
FOOLS"  
(A MAD TV  
Show  
Satire  
Pg.28





# WHY KILL YOURSELF?



**JUST  
BECAUSE YOU MISSED THE  
LAST ISSUE  
AT THE NEWSSTAND?**

**PLACE A REGULAR ORDER  
OF  
MAD  
WITH YOUR NEWSAGENT!**

Dear Mr. Newsagent,

Please reserve/deliver a copy of MAD Magazine each month until further notice.

Name .....

Address.....

.....

.....

.....

Mr. Newsagent, if you have difficulties in obtaining supplies of MAD please contact the Distributors: Moore Harness Ltd., Norman Road, Thurmaston, Leicester.

## LETTERS DEPT.



# MAD MAIL

## STATISTICS

Dear Mad,

Here's another statistic for you . . . Our local newsagent had a 100% sale of MAD magazines this month. Next month his sales will go up by 100%!  
Stan Lewis  
Bangor

P.S. He only got one copy for sale last month and I bought it! Now that my sister's started reading it we've ordered an additional copy!

Dear Mad,

I recently did a survey of my own and came up with the remarkable statistic that 9 out of 10 people can't tell the truth!  
Ron Lethwick  
Ipswich

P.S. I forgot to mention that all the people I interviewed were local politicians!

Dear Mad,

I have a couple of questions about your cover for issue 240.

Can you tell me if this is the first cover done by Don Martin? I have only recently started reading MAD so would be interested to hear about this. Secondly, in the little box in the bottom left hand corner there is some small wording about an accordion. What does this mean?

Jenny Little  
Wandsworth

*No this isn't Don's first cover, he did one way back in January '81 for us. As for the wording . . . this refers to the pricing code which only appears on our US edition. It should have come out with the code but unfortunately for us it was left in by mistake!! Sorry about that!*

Dear Mad,

I know your cover on 240 said Last Gas, but what about all the gas on the inside pages!  
Dennis Sinclair  
Kilburn

Burp! pardon?

Dear Mad,

Can we have some more Don Martin covers? Pleeceeeeeaaaase!

Kevin Randall  
Basingstoke

Dear Mad,

I liked the cover on 240, but the back cover, man that was SICK!!!  
John Crew  
Watford

Dear Mad,

I hear that there have been requests for MAD to go weekly. Please, please keep it monthly as it takes me about a month to get the little 'A's and B's to meet on the fold-ins.

L. Beevers  
Hendon

Dear Mad,

I have a few questions to ask you.

1. Does Alfie look different in Japanese Mads?
2. Will your price keep going up by 5p every year?
3. Has Don Martin ever drawn Alfred?
4. Are you lunatics mad enough to put this on the letters page?

Mike C.  
Southgate

*The answers are No, No, No, and Yes!*

Dear Mad,

In your March edition you said that any suggestions as to what you could do for your 25th birthday would be welcome. Well, what about appearing on TV with all the gang of nuts who contribute to MAD each month?

T. Higgins  
Blackpool

*Which programme do you suggest, 'Stars At Night' or 'Tiswas'?*

Dear Mad,

Having recently stumbled upon MAD in my local I feel the need to write and say how much I enjoyed it.

Dennis Field  
Harrow

*Do you mean your local or the magazine?*

Dear Mad,

Can you please explain what the small words (I.R. 63p) on your front cover mean. My pal says it stand for Inland Revenue but I disagree, I say it stands for imbecilic rubbish!

Raymond Keen  
Liverpool

*Sorry, it stands for Irish Republic, unfortunately for them our Irish readers have to pay VAT on magazines and also allow for the lower value of the Irish punt!*

Communications should be sent to:  
**SURON INTERNATIONAL PUBLICATIONS**  
44 Hill Street  
London W1X 8LB

The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts to be accompanied by a stamped and addressed envelope.



## OUTLAND

Dear Mad,

I know you probably get lots of letters praising your magazine but I really can't let your issue 239 pass without complimenting your artists and writers on 'Outland'. Harry North's cover was superb—his Alfred is a par with the late Norman Mingo and the expression on Sean Connery's face is perfect! Torres and Bartolo have also come up with the goods once again. All in all a great issue! Reginald Lewis  
Chelsea

Dear Mad,

I know you're going to say 'Oh Lord, not another one!' but "Outlandish" was really outlandish!

Ken Jones  
Swansea

*You're right, we did!*

### FOR YOUR EYES ONLY

Dear Mad,

What's the idea of having a go at Roger Moore. I think he's great and much better than Sean Connery. So do me a favour and leave him alone.

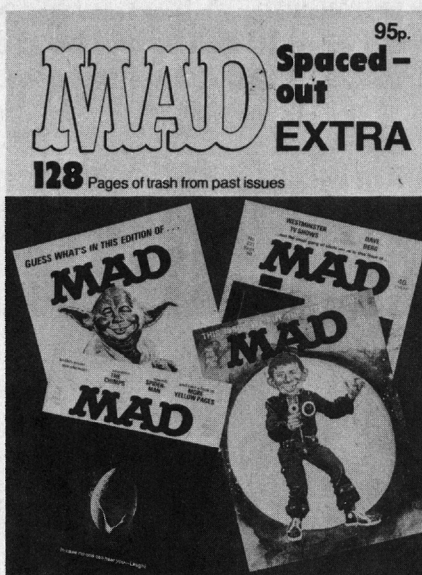
Roger Moore  
Birmingham

*If we didn't know better we'd think you were the real Roger Moore!*

Dear Mad,

The best thing about your latest James Bomb feature are the small captions on the end of the bed and the snail etc. etc.

Seriously though, congrats to Drucker and Kogen for yet another MAD epic.  
Don Murray  
Bristol



**On sale  
now**

**at your bookstall**

**95p**

**or by mail**

**£1**



## MAD Paperback Books in stock!

### DON MARTIN

Digs Deeper  
Drops 13 Stories  
Steps Out  
Comes On Strong  
Cooks Up More Tales  
Carries On  
Forges Ahead  
Steps Further Out  
Mad Adventures of Capt. Kultz

### ARAGONES

MAD As A Hatter  
MAD Marginals

### DAVE BERG

Looks Listens And Laughs

### PLUS!

The MAD Make Out Book  
MAD Around The World  
The Sound Of MAD  
The MAD Worry Book  
The MAD Book Of Mysteries  
The MAD Guide To Self-Improvement  
MAD's Bazaar Bazaar  
The MAD Survival Book  
The MAD Guide To Fraud & Deception  
The 5th Spy Vs Spy

ALL AT 90p each  
(includes postage)

### SPECIAL OFFER

Any FOUR Books for £3.00  
(including postage)

## Free Back Issues !!

Yes you can free all these back issues from our storeroom by sending us 40p (inc. P & P) for each one you want.

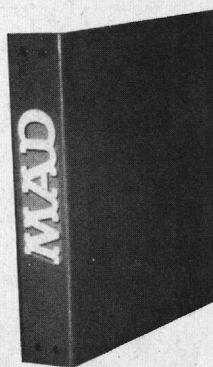
- |                               |                                     |
|-------------------------------|-------------------------------------|
| 186 Network                   | 223 Crymore Vs Crymore &            |
| 190 Airport '77               | A Crock of Crockford                |
| 192 That's Life               | 224 Being There                     |
| 198 Saturday Night Fever      | 225 The Dukes of Hazzard            |
| 205 Sesame Street             | 226 The Empire Strikes Back &       |
| 206 Animal House              | The Coal Miner's Daughter           |
| 207 Heaven Can Wait           | 227 Queezy                          |
| 210 Mork & Mindy              | 228 The Shining                     |
| 211 Body Snatchers &          | 229 Undressed To Kill               |
| Lord of the Rings             | 230 Mad's More Efficient Government |
| 212 Coronation Street         | 231 Dallas & Ordinary People        |
| 213 Vague—\$                  | 232 The Professionals &             |
| 214 The China Syndrome        | Raving Bull                         |
| 215 The Alien                 | 233 Hart To Hart                    |
| 216 Moonraker                 | 234 Popeye & Altered States         |
| 217 Rocky II                  | 235 Superman II                     |
| 218 Calamityville Horror      | 236 The Elephant Man                |
| 219 Apocalypse Now            | 237 The Ultimate Horror Movie       |
| 220 Academy Awards for Dating | 238 Raiders of The Lost Ark         |
| 221 Star Trek-The Movie       | 239 Outland                         |
| 222 Benson                    | 240 For Your Eyes Only              |

**MAD Disco Special £1.75**

Send cheque or postal order to:  
**SURON INTERNATIONAL PUBLICATIONS**

44 Hill Street  
London W1X 8LB

**It's a real bind...  
having your copies of MAD floating  
around with nowhere to go...**



Why not invest in one of our MAD Binders. Each binder will hold 12 issues of MAD and will add a touch of class to your fine examples of total rubbish which we publish each month. They have a simulated leather finish in Red with a Gold blocked MAD along the spine.

£3.50 (INC VAT)  
PLUS 50p postage

Send cheque or postal order to:  
**SURON INTERNATIONAL PUBLICATIONS**

44 Hill Street  
London W1X 8LB



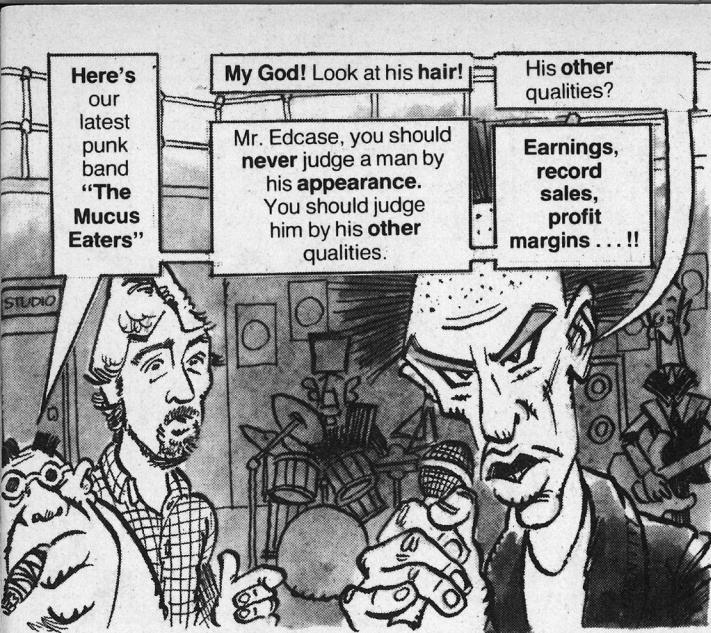
Pop, love it or hate it, you can't ignore it. It's everywhere. . . On the radio, on the television, in the newspapers. . . They've even named a fizzy drink after it! But what about the men behind the Superstars. Join us for MAD's exclusive interview with. . .

# THE MAN BEHIND THE POP BIZ

ARTIST: DAVE STOTEN WRITER: NEIL BAILEY







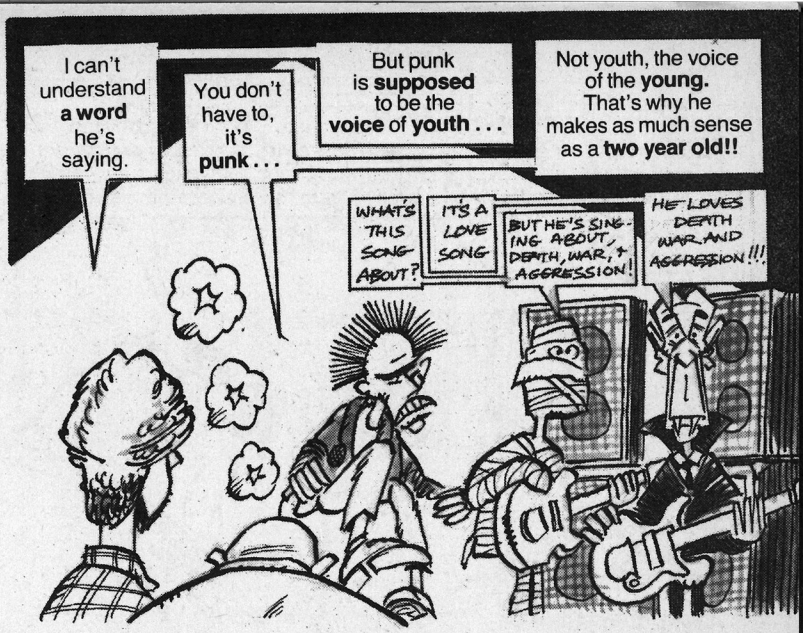
Here's our latest punk band "The Mucus Eaters"

My God! Look at his hair!

Mr. Edcase, you should never judge a man by his appearance. You should judge him by his other qualities.

His other qualities?

Earnings, record sales, profit margins ....!!



I can't understand a word he's saying.

You don't have to, it's punk ...

But punk is supposed to be the voice of youth ...

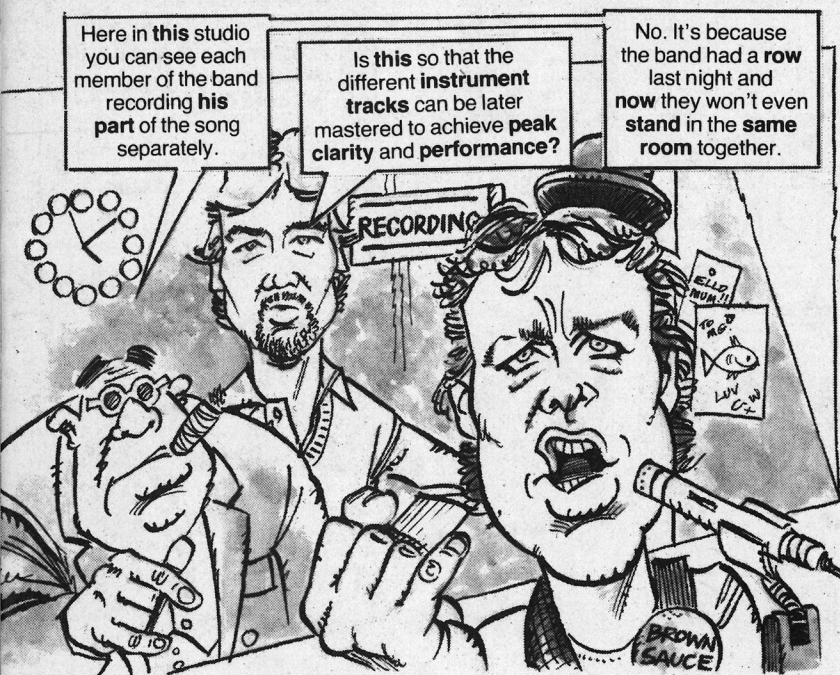
Not youth, the voice of the young. That's why he makes as much sense as a two year old!!

WHAT'S THIS SONG ABOUT?

IT'S A LOVE SONG

BUT HE'S SINGING ABOUT DEATH, WAR, & AGGRESSION!

HE LOVES DEATH, WAR, AND AGGRESSION!!!



Here in this studio you can see each member of the band recording his part of the song separately.

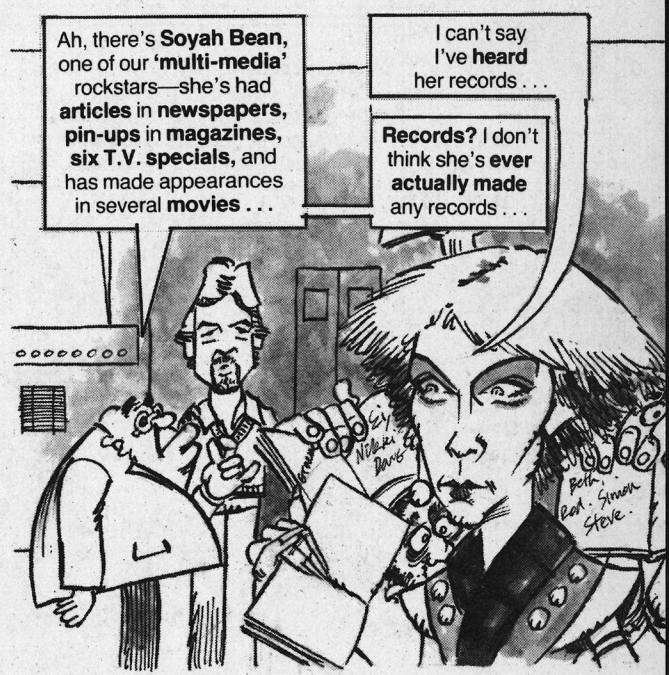
Is this so that the different instrument tracks can be later mastered to achieve peak clarity and performance?

No. It's because the band had a row last night and now they won't even stand in the same room together.

RECORDING

0 ELLD NUN!!  
TO RO.  
LUN U-  
W

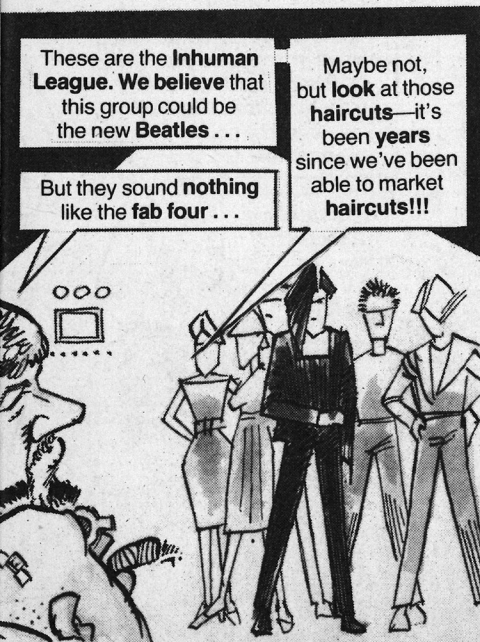
BROWN SAUCE



Ah, there's Soyah Bean, one of our 'multi-media' rockstars—she's had articles in newspapers, pin-ups in magazines, six T.V. specials, and has made appearances in several movies ...

I can't say I've heard her records ...

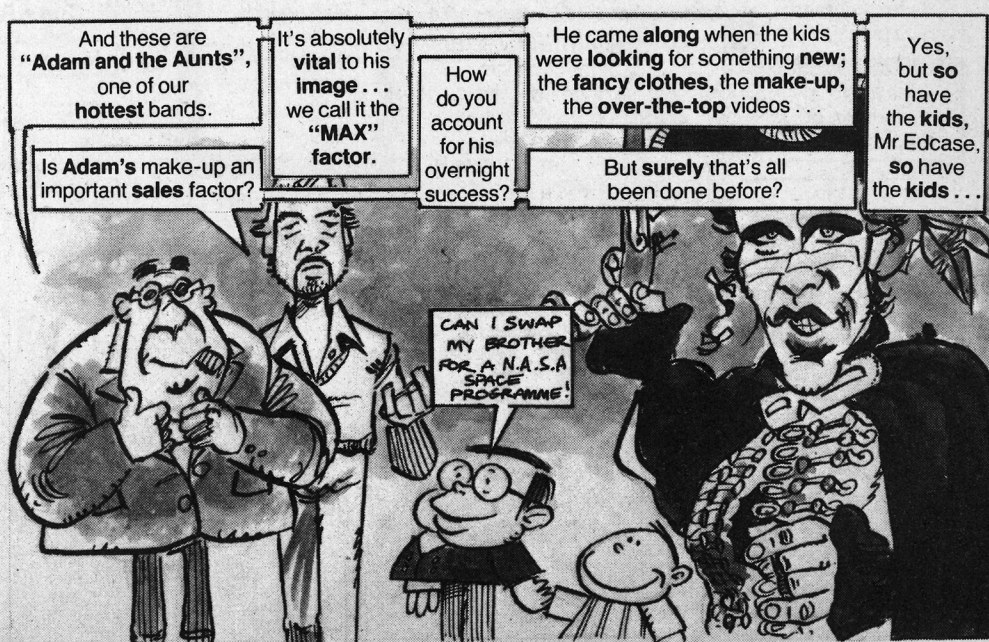
Records? I don't think she's ever actually made any records ...



These are the Inhuman League. We believe that this group could be the new Beatles ...

But they sound nothing like the fab four ...

Maybe not, but look at those haircuts—it's been years since we've been able to market haircuts!!!



And these are "Adam and the Aunts", one of our hottest bands.

Is Adam's make-up an important sales factor?

It's absolutely vital to his image ... we call it the "MAX" factor.

How do you account for his overnight success?

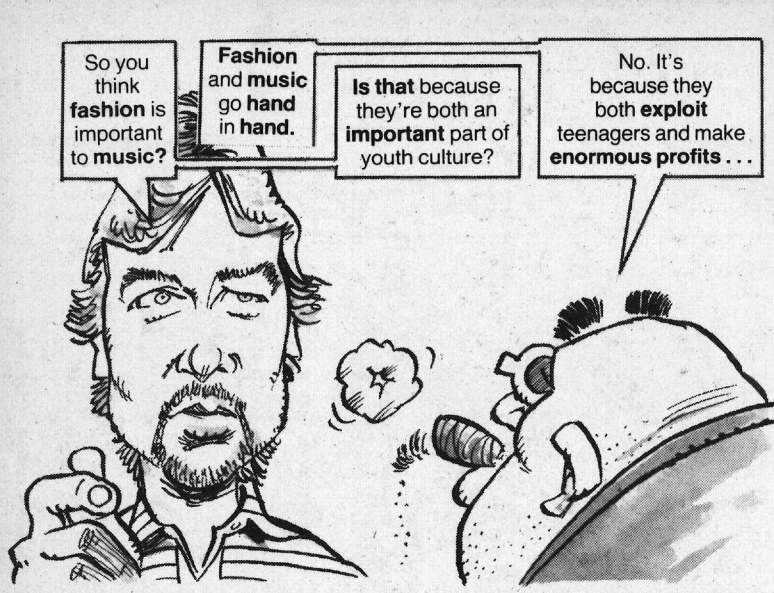
He came along when the kids were looking for something new; the fancy clothes, the make-up, the over-the-top videos ...

But surely that's all been done before?

Yes, but so have the kids, Mr Edcase, so have the kids ...

CAN I SWAP MY BROTHER FOR A N.A.S.A SPACE PROGRAMME!





So you think **fashion** is important to **music**?

**Fashion** and **music** go **hand in hand**.

Is that because they're both an **important** part of youth culture?

No. It's because they both **exploit** teenagers and make **enormous profits**...

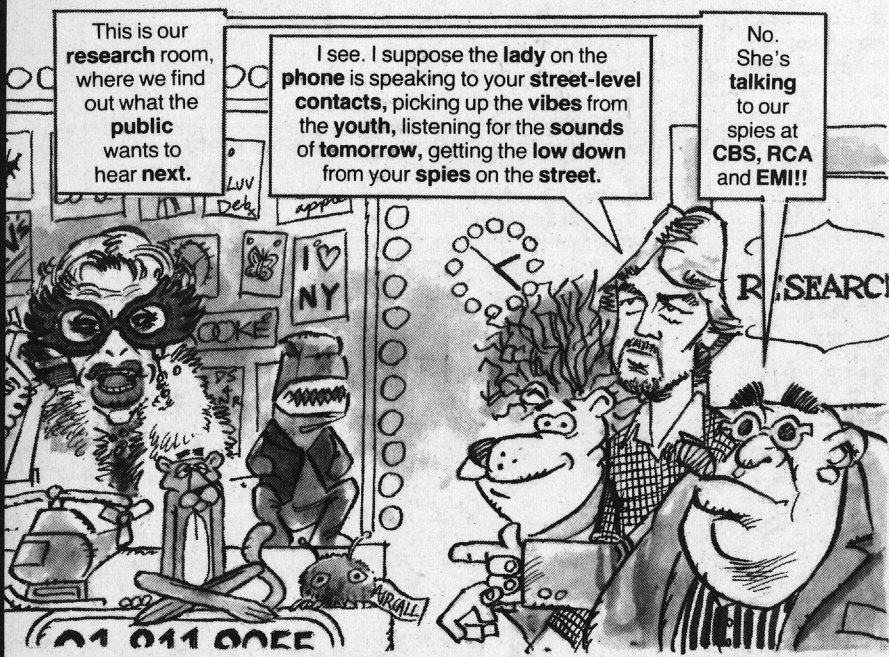


I notice that a **lot** of your employees are wearing **portable hi-fi's**.

That is to **aid** their concentration at **work**...

Oh, I see...

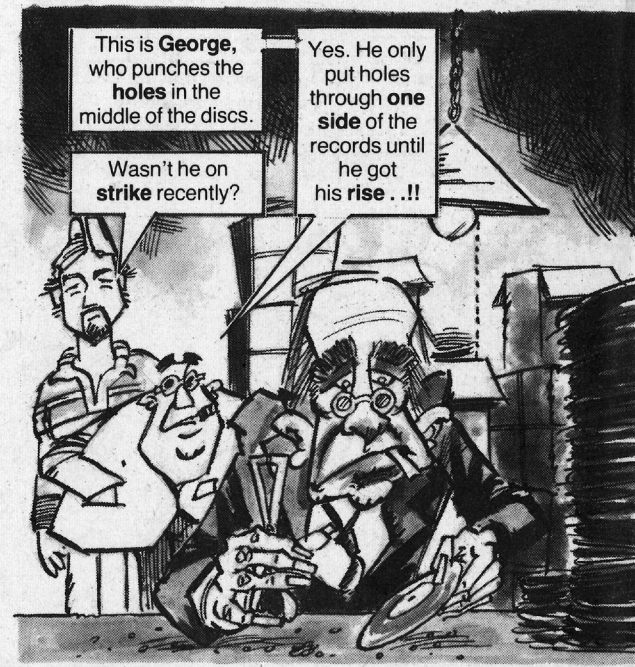
... and to cut out that bloody awful row from the **recording studios**...!!



This is our **research** room, where we find out what the **public** wants to hear next.

I see. I suppose the **lady** on the **phone** is speaking to your **street-level contacts**, picking up the **vibes** from the **youth**, listening for the **sounds of tomorrow**, getting the **low down** from your **spies** on the **street**.

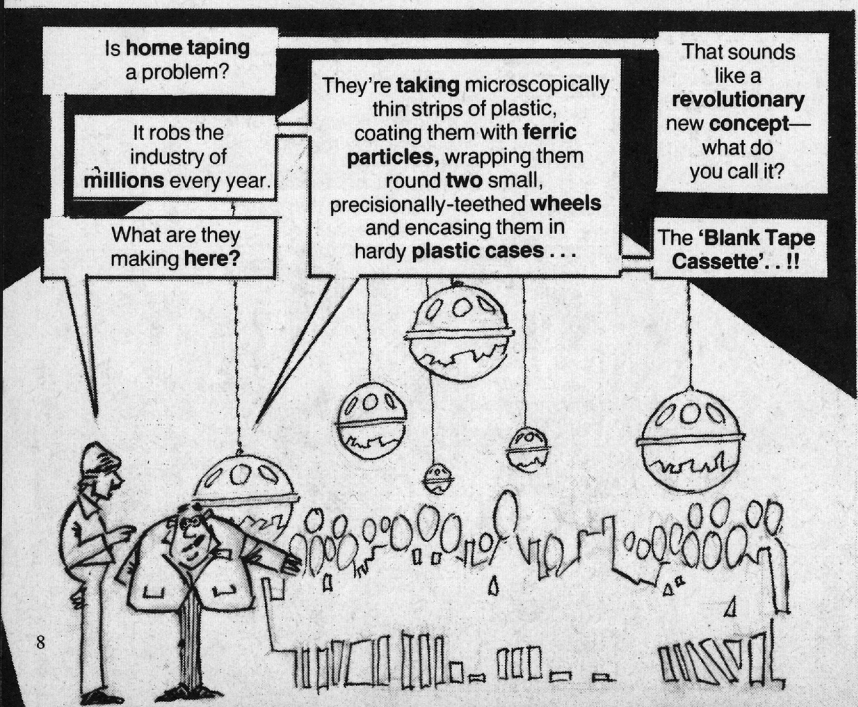
No. She's talking to our spies at **CBS, RCA** and **EMI**!!



This is **George**, who punches the **holes** in the middle of the **discs**.

Wasn't he on **strike** recently?

Yes. He only put holes through **one side** of the records until he got his **rise**...!!



Is **home taping** a problem?

It robs the industry of **millions** every year.

What are they making here?

They're **taking** microscopically thin strips of plastic, coating them with **ferric particles**, wrapping them round **two** small, precisionally-teethed **wheels** and encasing them in hardy **plastic cases**...

That sounds like a **revolutionary** new **concept**—what do you call it?

The **'Blank Tape Cassette'**...!!



This is **Ron**, Mr Ecdase, our **ideas** man.

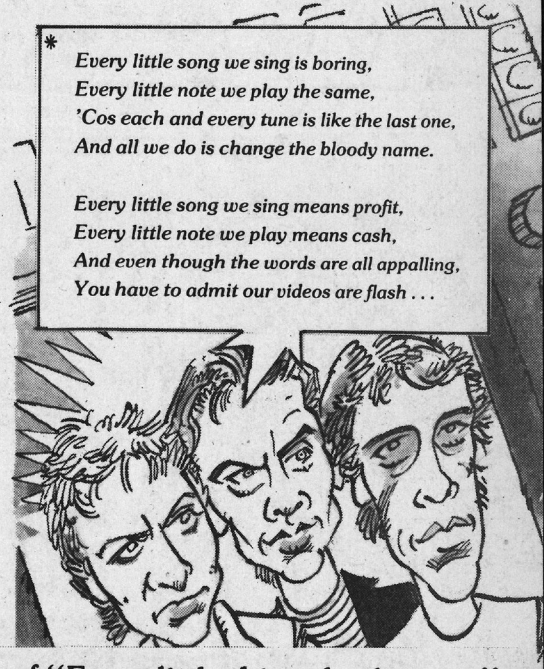
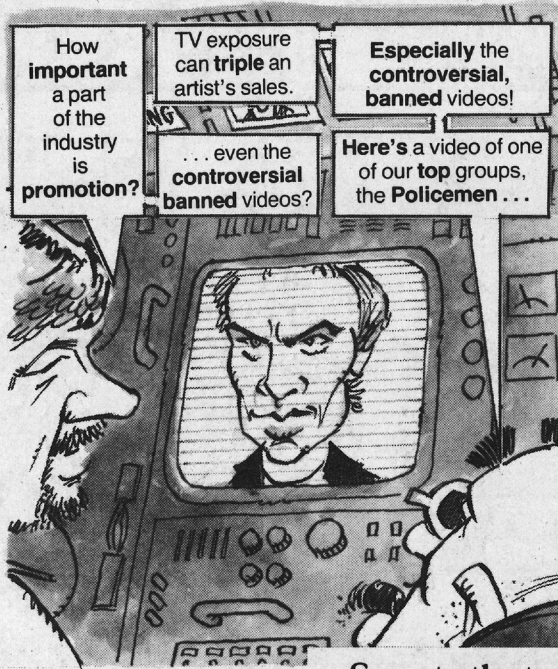
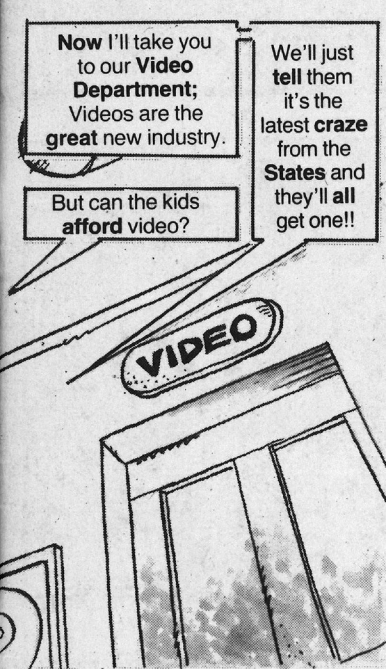
Mr **Buster**, you know that **package** we're putting out **next week**? Well I thought...

You mean the **one** with the £40,000 **Gatefold sleeve artwork**, **posters**, **stickers**, **cardboard mobiles** and **free T-Shirt**?

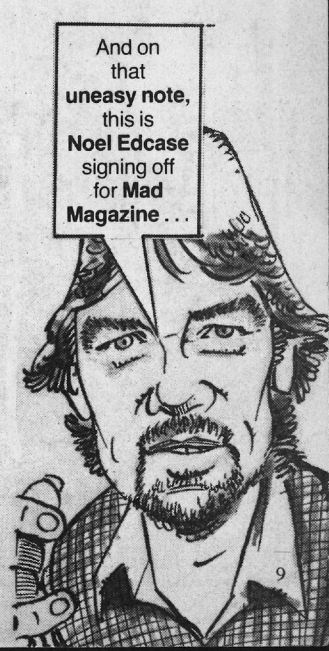
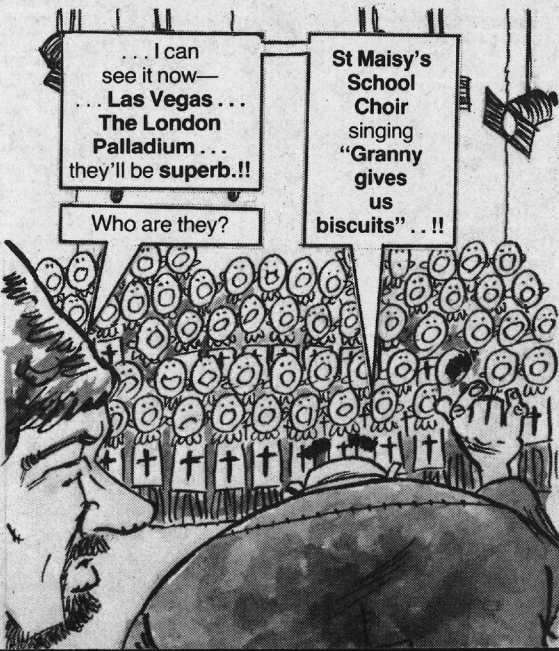
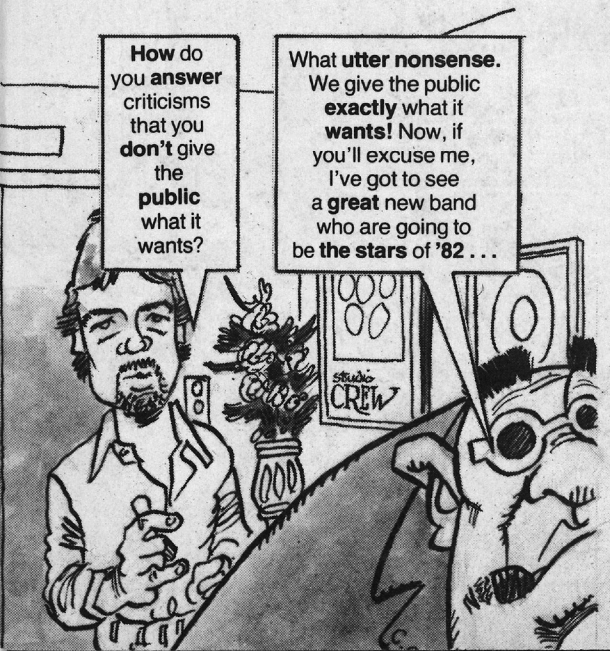
What else could we **possible** add to it?

I was thinking of a **record**...!!



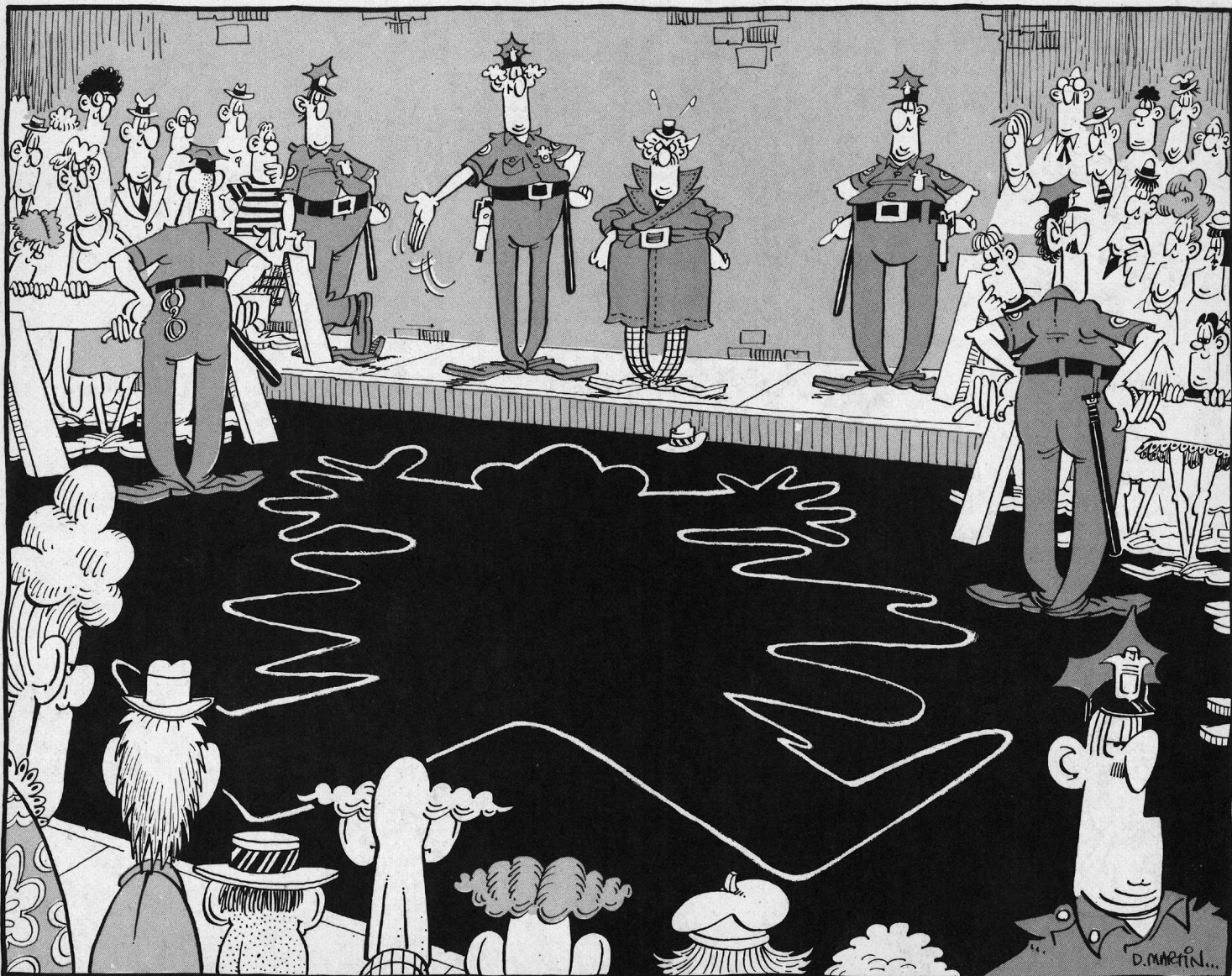
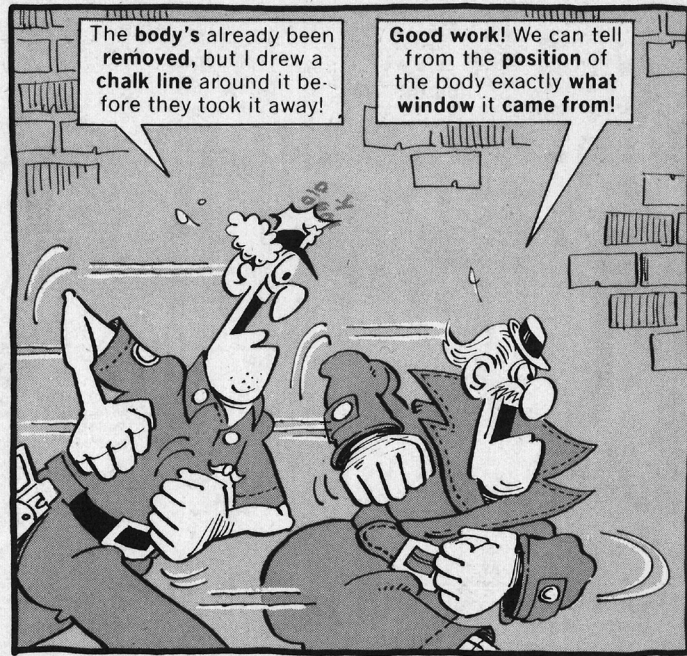
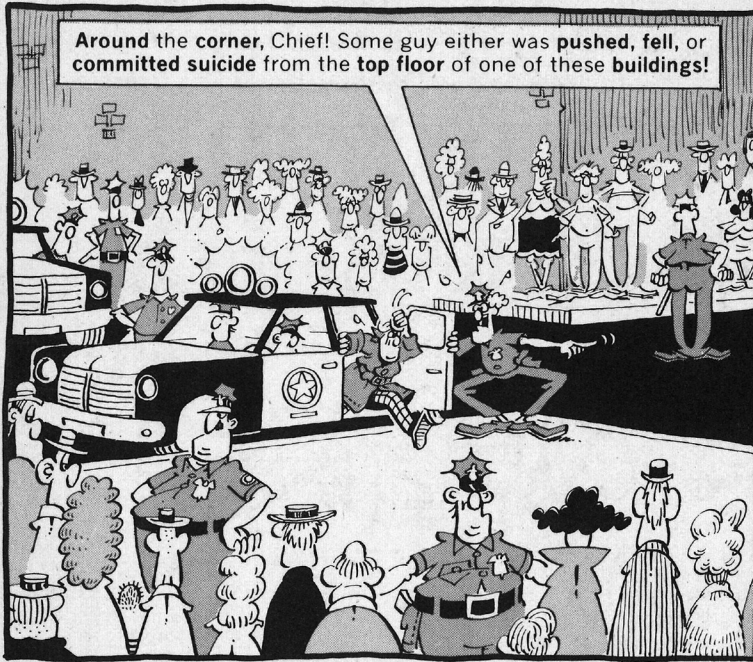


Sung to the tune of "Every little thing she does ..."





# ONE NOT SO FINE AFTERNOON DOWNTOWN





## THE TOPSEY SURVEY DEPT.

Every now and again, some magazines includes a questionnaire to find out who their readers are, and what they are like. MAD has never bothered before, mainly on the grounds that anyone who reads the magazine must be semi-literate in the first place. But times change, and news has reached us that a few dog-eared copies of JANET AND JOHN have been going the rounds, so here goes with . . .

# THE MAD READERSHIP SURVEY

WRITER: JOHN RADFORD

**Instructions:** Check one answer in each section. Do not write on both sides of the paper. Do not eat the paper. Do not scratch, pick fleas or make grunting noises whilst answering. Do not fold, staple or bend. Do not fold staple or bend the paper, either.

### 1. WHY DO YOU BUY MAD?

- a. It's cheaper than toilet tissue
- b. It makes a better fire than the NEW STATESMAN
- c. It's an intellectual and hard-hitting satirical magazine
- d. I borrow it

☐  
☐  
☐  
☐

(If your answer is (c) go straight to question 3)

### 2. WHICH PART OF MAD DO YOU LIKE MOST?

- a. The word 'CHEAP' under the price
- b. Ads for back copies and MAD Books
- c. Blank spaces around the pages
- d. Fold-ins

☐  
☐  
☐  
☐

### 3. HOW OFTEN DO YOU SEE YOUR ANALYST?

- a. Once a week
- b. Once a month
- c. He refuses to see me because, deep down, he resents the fact that I'm so well balanced

☐  
☐  
☐

### 4. IS THERE ANYTHING YOU DON'T LIKE IN MAD?

- a. Most of it
- b. All of it
- c. The pictures
- d. The words

☐  
☐  
☐  
☐

### 5. WHAT OTHER PERIODICALS DO YOU READ?

- a. Time
- b. Then!
- c. The Mechanics Tool & Die Quarterly
- d. The backs of cereal packets

☐  
☐  
☐  
☐

### 6. WHAT IS YOUR INCOME BRACKET?

- a. 0-£5
- b. Less than 0
- c. They don't allow us any money in here
- d. Who are you anyway? The Inland Revenue?

☐  
☐  
☐  
☐

### 7. WHAT KIND OF CAR DO YOU RUN?

- a. A Cadillac Eldorado
- b. A Rolls Royce Silver Spirit
- c. A Model T Ford
- d. A car with a wheel at each corner (sometimes)

☐  
☐  
☐  
☐



8. WHAT FEATURES WOULD YOU LIKE TO SEE IN MAD?

- a. More blank pages
- b. More letters from nuts wanting back issues
- c. More pics of MAD artists and writers
- d. More pics of Raquel Welch in the nude

☐  
☐  
☐  
☐

(If you answer is (d) go back to question 3)

9. DO YOU THINK MAD SHOULD CARRY ADS FOR...

- a. Cigarettes?
- b. The Edsel?
- c. Nuclear Power?
- d. Ladies' Underwear?

☐  
☐  
☐  
☐

(If your answer is (a), (b), (c), or (d) go back to question 3)

10. WERE YOU EDUCATED...

- a. To university level?
- b. To street level?
- c. To spirit level?
- d. At all?

☐  
☐  
☐  
☐

11. DO YOU LIVE...

- a. In Buckingham Palace?
- b. At 14, Acacia Avenue?
- c. Third trash-can from the left, Skid Row?
- d. In this really terribly nice place where all the walls are a lovely shade of brilliant white but no-one really understands you?

☐  
☐  
☐  
☐

12. DO YOU TAKE YOUR HOLIDAYS...

- a. Abroad?
- b. With a broad?
- c. With more than one broad? (enclose details, photos, etc.)
- d. In the sanitarium?

☐  
☐  
☐  
☐

13. WHAT IS YOUR AGE GROUP?

- a. Juvenile (0-15)
- b. Immature (16-30)
- c. Just Plain Stupid (31-40)
- d. Second Childhood (41-50)
- e. Third Childhood (51-60)
- f. Prematurely Senile (61-70)
- g. Dotage (71+)

☐  
☐  
☐  
☐  
☐  
☐  
☐

14. WHAT IS YOUR FAVOURITE SPORT?

- a. Football
- b. Football
- c. Football
- d. Sticking knives into people who disagree with me

☐  
☐  
☐  
☐

15. ARE YOU GOING TO BE STUPID ENOUGH TO SEND THIS QUESTIONNAIRE IN?

- a. Yes
- b. No

☐  
☐

(If your answer is (a), go back to question 3)



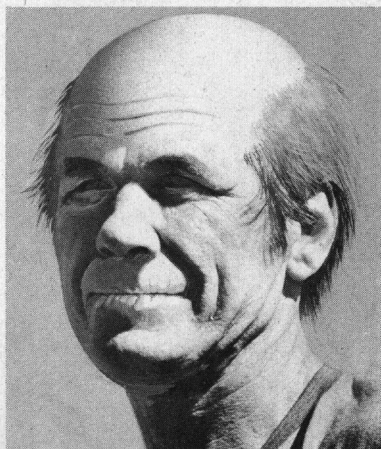
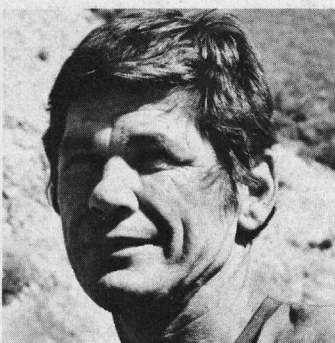
## A NEW WRINKLE DEPT.

The big craze these days is nostalgia, with many books being written about famous people of the past and what has finally become of them. Well, in twenty-five years or so, the famous people of today will be written about in the "trivia" of tomorrow. So with this in mind, let's leap ahead in time and peek at one of these books we'll all be reading ... namely ...



### CHARLES BRONSON

After years of being a Hollywood tough guy, Charles Bronson gave up films in 1987 to open his own Shakespeare theater. He made his debut in "Hamlet," literally bringing down the house when, caught up in an emotional scene, he demolished the scenery, ripped down the curtain and laid out two supporting actors. In his next role as Romeo, he crushed the ribs of seven successive "Juliets" while being carried away in love scenes. Ensuing lawsuits, plus fear of working with him, forced Mr. Bronson to retire. Now 84, he lives in Oregon with his pet rhino.



THE STARS AND CELEBRITIES OF  
THE 1980'S—WHERE ARE THEY NOW?  
WHAT ARE THEY DOING TODAY  
IN THE YEAR 2006?

## WHATEVER BECAME OF ?



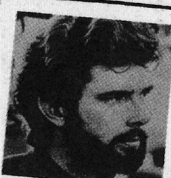
IS BRONSON  
A TOUGH GUY?



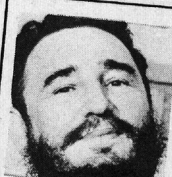
WHERE'S VANESSA  
THESE DAYS?



IS BILLY STILL  
ON THE WAGON?



HAS LUCAS STOPPED  
MAKING STAR WARS?



WHAT'S FIDEL  
RANTING OVER?



WHAT'S HUGH  
PUBLISHING?

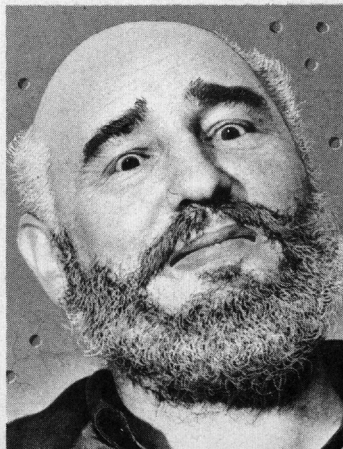
ARTIST: BOB CLARKE  
WRITER: FRANK JACOBS

### FIDEL CASTRO

After nearly three decades as the most powerful Communist leader in the Americas, Mr. Castro gave it all up in 1987, telling his people that "Marxism is a big bore!"

With that, he brought back tourism and casinos to Havana, and by 1994, controlled all of the gambling in the Caribbean. Today, 79 and a dapper dresser, he entertains high-rollers at his

Club Castro, denies any connection to organized crime and remains a bachelor, hobnobbing with show business celebrities. Recently he has been linked romantically with Farrah Fawcett (now 59 and separated from her 6th husband, Donny Osmond).

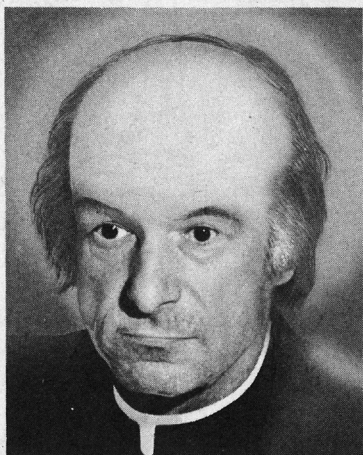






## HUGH HEFNER

Now 80 and married, Hugh Hefner lives in a mobile home on the outskirts of Fresno. After selling his interest in "Playboy" in 1988, he became a born-again Christian, taking an active role in the Church of the Devine Gospel. As a traveling spokesman, he persuaded thousands to join the Church, among them Bob Guccione (once Publisher of the defunct "Penthouse") and Gay Telese (a former sex writer). Hefner, who years ago gave away his millions for religious research, now publishes "Prayboy", a newsletter which each month features a centerfold of a converted heathen.

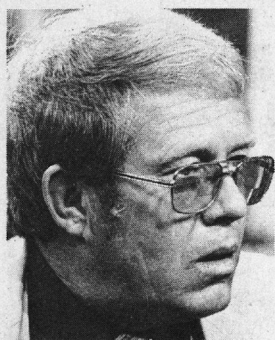


## VANESSA REDGRAVE

Once a leading film star, Vanessa has not appeared in movies since 1986 when she renounced the "Zionist Imperialists of Show Business" and vanished. Known for her outspoken pro-Arab leanings, she suddenly turned up in Serbia in 1991 with a new name, Fatima Mustafa, and a new husband, none other than ex-PLO leader Yasir Arafat (now 77, and a Camel Trader).



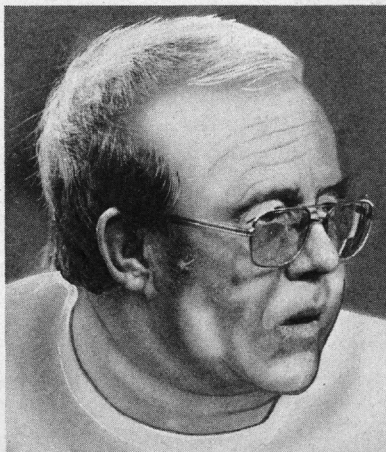
Her crusade in 1998 to liberate Arab women failed miserably, and she is currently a typical Arab wife. She now makes her home in a Bedouin camp, walks ten paces behind her husband and has adapted well to desert harem life.



## BILLY CARTER

After dropping out of sight when his brother Jimmy was defeated for re-election in 1980, Billy Carter emerged again in 1988 with a plan to make gasoline out of peanut oil. The scheme, a failure,

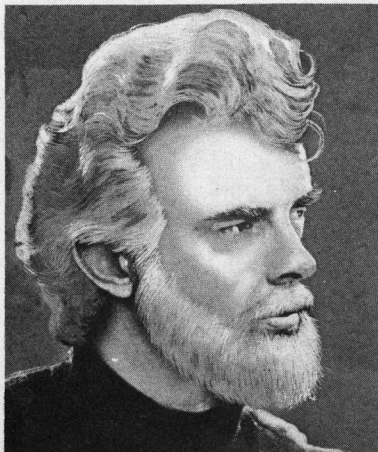
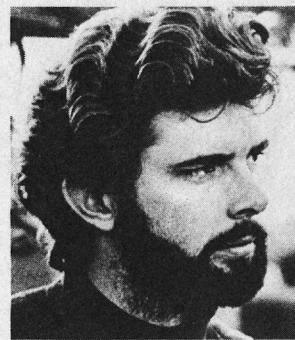
wiped out investors and bankrupted the brothers. In 1993, Billy was hired as a goodwill ambassador by the Beer Industry, which hoped he could convince Middle East Moslems to relax their ban on alcoholic beverages. He failed, touching off riots that led to the Mid-East War of 1995. Today, at 69, he and Jimmy raise possums in Plains, and add to their incomes by posing for photos with tourists.



## GEORGE LUCAS

In 1992, after completing his 12th "Star Wars" film ("Darth Vader Rusts Out"), George Lucas sunk his entire fortune of \$350 million into his 96-hour, 32-part space epic, "Glurkk,"

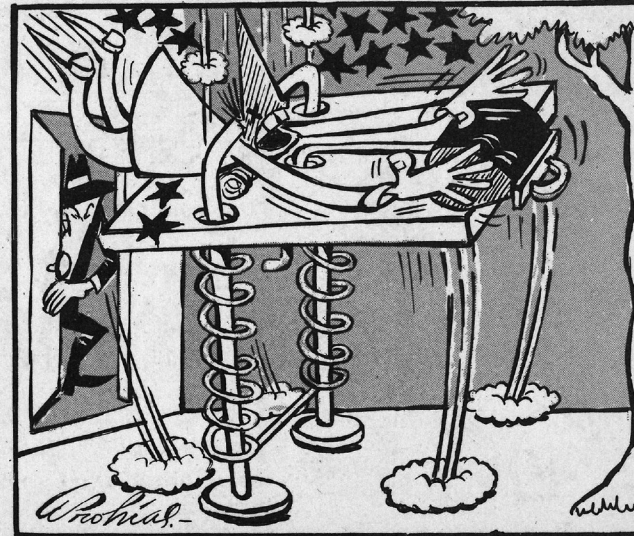
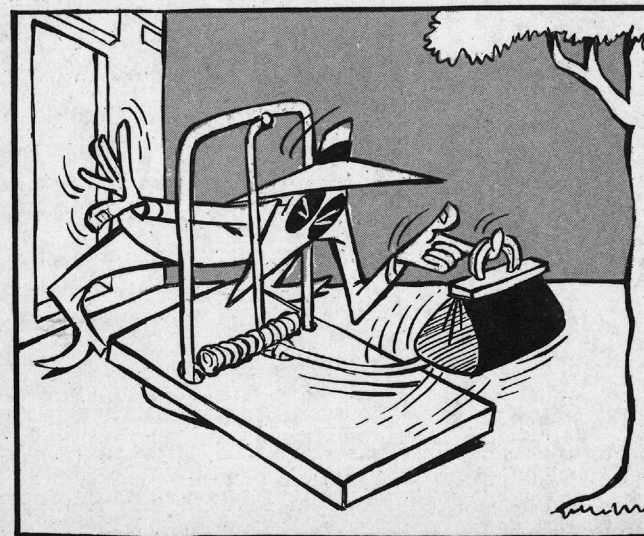
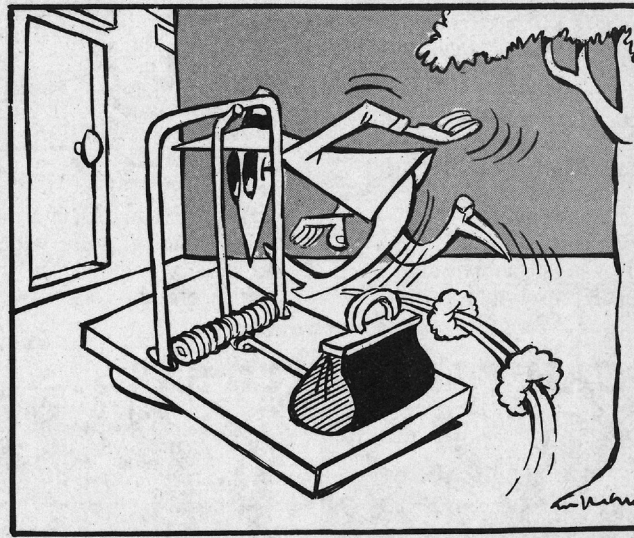
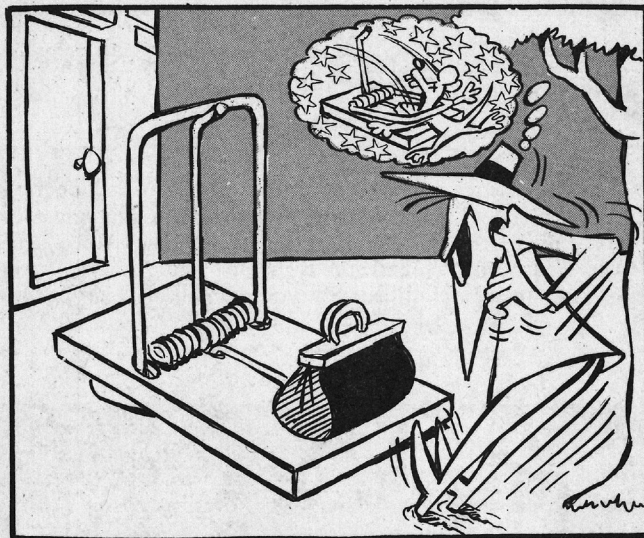
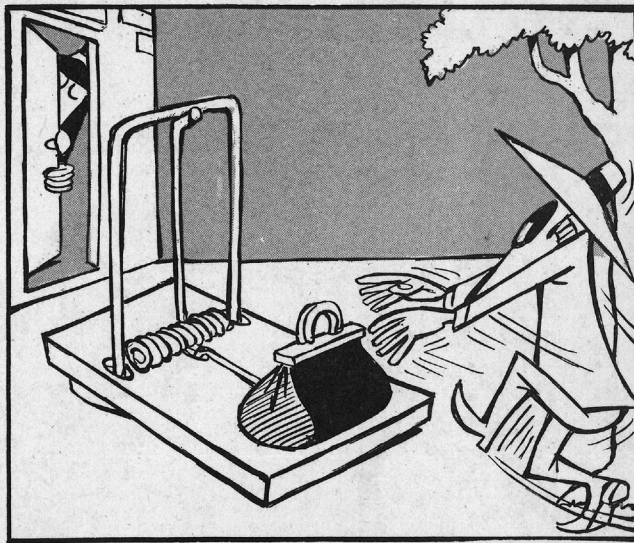
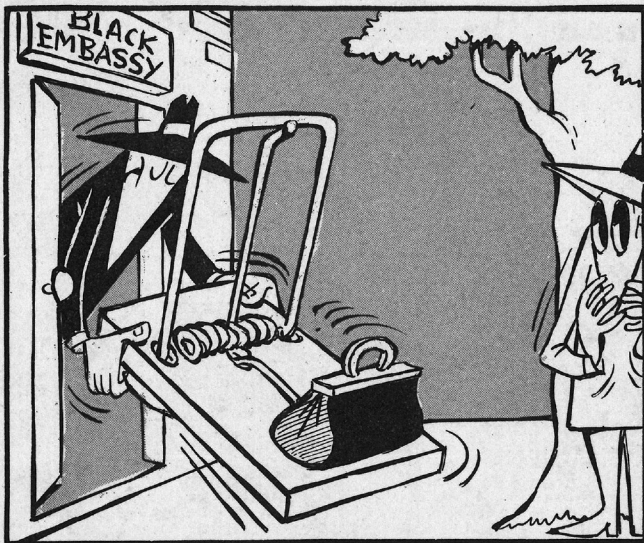
the plot of which dealt with a berserk giant droid who eats planets. The project, requiring movie screens 500 feet in width, flopped, and Lucas was forced to close up shop. Unable



to obtain financing for future projects, he is now "frozen" in a time capsule, planning to wake up in 2091 when, as his instructions state, "the world will be a lot more receptive to my incredibly fantastic movie ideas!"



# SDY VS SDY





LOSING IS EVERYTHING DEPT.

# A MAD SURVEY OF TODAY'S LIVING, SHOWING WHY...

# YOU

## YOU CAN'T WIN WITH FOOD . . .



You learn that sweets and food preservatives are bad for you, so you use sugar substitutes and cut out all preserved foods.

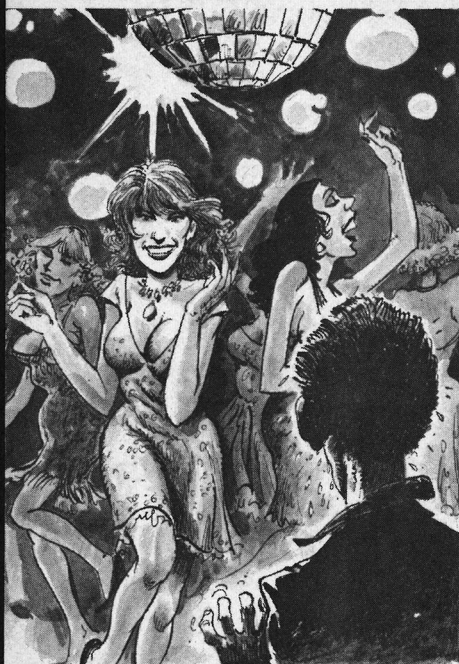


HOWEVER . . . saccharin can cause bladder cancer, and unpreserved foods can spoil and give you botulism. So you switch to healthy protein foods like eggs and meat.



HOWEVER . . . eggs raise your cholesterol level, the monosodium glutamate in meat tenderizers cause another form of cancer, and meat fat is bad for your triglycerides. So you switch to leafy vegetables.

## YOU CAN'T WIN WITH SEX . . .



You need a girl desperately. So you go to a swinging Disco spot.



HOWEVER . . . the girl that turns you on is beautiful, and you know that all the guys there are going to go for her, and it's not worth the time and the effort to fight for her. So you look around for a homely girl.



HOWEVER . . . all the guys who secretly want the beautiful girl aren't in the mood to fight for her either. So like an idiot, you find yourself battling 5 guys for the ugly girl nobody wants.



# CAN'T WIN!

ARTIST: HARRY NORTH

WRITER: LARRY SIEGEL



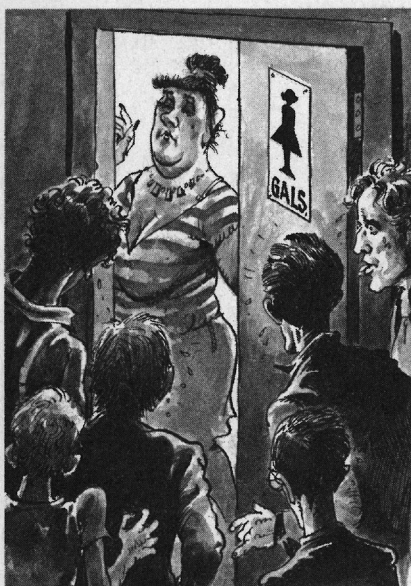
HOWEVER . . . lettuce is sprayed with insecticides, which not only harm the ozone layer, but cause still another form of cancer. So you eat nothing but sunflower seeds and ice cubes. You lose 20 pounds and feel terrific.



HOWEVER . . . two weeks later you collapse in the street, an emaciated wreck, and the paramedics rescue you just in time.



HOWEVER . . . you are rushed to an emergency ward, where they feed you the deadliest poison of all, for which there is no substitute or cure—Hospital food!



HOWEVER . . . the ugly girl, her ego inflated by all the frantic attention she's getting, decides that neither **YOU** nor the **OTHER** 5 guys are good enough for her.



HOWEVER . . . this makes you want her even more, and after a long battle, you finally win her. And you'll probably marry her and be miserable for the rest of your life because she'll always believe she could have done better . . . and you'll **KNOW** you could.



HOWEVER . . . the beautiful girl who was lonely and willing to settle for anybody, goes off with an ugly guy who felt much too inadequate to battle 5 guys for an ugly girl nobody wanted . . . and you got!



## YOU CAN'T WIN WITH A CAREER . . .



You graduate from college, get your Master's degree, and start looking for a job as a Teacher.



HOWEVER . . . the field is overcrowded and there are just no openings. So you decide to go into the Business World.



HOWEVER . . . because of your background in Education, you're unequipped for the dog-eat-dog Business World. So to keep yourself from starving, you apply for a job as a Dishwasher.

## YOU CAN'T WIN WITH SAFETY . . .



Everyone is being robbed nowadays, so you put bars on your windows and a burglar alarm on your door.



HOWEVER . . . in case of fire, you can't get out, and firemen can't get in. So to avoid fires, you get rid of all combustible materials and you go out to buy a smoke detector.



HOWEVER . . . on the way to the store, you're mugged in the street. So you buy a big vicious dog for protection.

## YOU CAN'T WIN WITH MENTAL HEALTH . . .



You're having a problem, so you go into Group Therapy where, thanks to the support of the other nine members, you're able to open up to them and get rid of your problem.

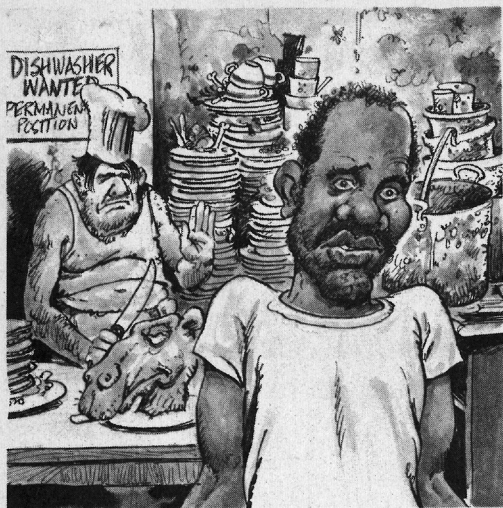


HOWEVER . . . after they open up to you, you suddenly realize that while you got rid of your problem, you picked up nine other problems you never knew you had. So you quit the Group and take up Yoga.



HOWEVER . . . with meditation, you attain such pure consciousness that you not only see your nine problems clearly, but you also find the first problem you thought you lost. So you quit Yoga and join EST.

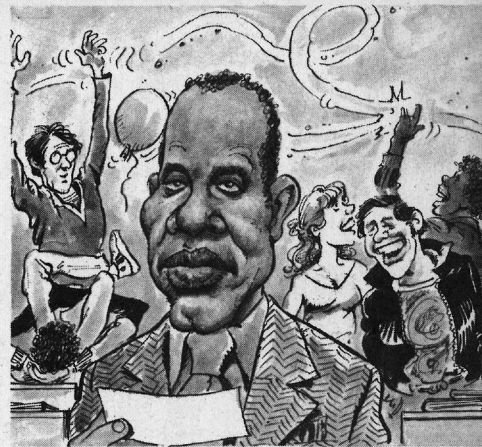




**HOWEVER . . .** employers refuse to hire you as a Dishwasher because they consider you to be overqualified. So you go on Welfare.



**HOWEVER . . .** you suddenly get the great news that there's an opening as a Teacher . . . and you're hired.



**HOWEVER . . .** as soon as you get your first payslip, you discover that it's £10 a week less than you would've got ten as a Dishwasher, and £15 a week less than you were getting on welfare.



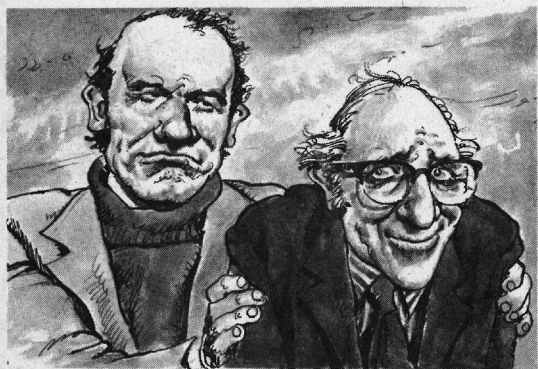
**HOWEVER . . .** the dog squats in the street, you don't have anything to pick up his litter, and a Cop gives you a ticket.



**HOWEVER . . .** You're happy to pay the £20.00 fine, knowing that alert Police are guarding against law violations.



**HOWEVER . . .** the Cop was so busy writing your ticket, he wasn't guarding your home. So when you return to your house, there are only two things left: the bars on your windows . . . and the burglar alarm on the door.



**HOWEVER . . .** the EST Trainer convinces you to accept your problems because they're terrific. Which leaves you with eleven terrific problems: the ten you came in with, and the brand new one you just got trying to figure out how a problem can be terrific. So you decide to kill yourself.



**HOWEVER . . .** this makes your Wife angry because if you kill yourself, the Insurance Company won't pay off for suicide. So she walks out on you.



**HOWEVER . . .** this clears up all your problems! So maybe you **CAN** win once in a while!



## PUT YOUR FUNNY IN THE BLANK DEPT.

Most clods think they could become successful comedians if only they had the chance. They're all convinced that just one thing stands between them and national acclaim:

the vast sum of £50 needed to hire a top comedy writer to prepare material for them. We think this adds up to discrimination against the poor, so we've assigned one of

Good evening, ladies and \_\_\_\_ ① \_\_\_\_\_. A very funny thing happened to me on my way over here from \_\_\_\_ ② \_\_\_\_\_. A bum came up and asked me to call him a taxi, so \_\_\_\_ ③ \_\_\_\_\_. But seriously, friends, I just arrived in your fine city after three wonderful weeks of playing \_\_\_\_ ④ \_\_\_\_\_. During that engagement, I ran into an old high school classmate who \_\_\_\_ ⑤ \_\_\_\_\_.

Speaking of that, what do you think about \_\_\_\_ ⑥ \_\_\_\_\_? Believe me, when I was younger, nobody would even dream of \_\_\_\_ ⑦ \_\_\_\_\_. As you may know, I grew up in \_\_\_\_ ⑧ \_\_\_\_\_. I'll never forget the first girl I dated. She was so \_\_\_\_ ⑨ \_\_\_\_\_. Now, as I've grown a little older, I'm just thankful \_\_\_\_ ⑩ \_\_\_\_\_.

Say—here's a joke for you. A fella goes to a psychiatrist and says, "Doc, I imagine I'm a rabbit." So the psychiatrist says, \_\_\_\_ ⑪ \_\_\_\_\_. How come nobody's laughing at this material? \_\_\_\_ ⑫ \_\_\_\_\_.

Incidentally, before I finish my act, I've been asked by several of you to \_\_\_\_ ⑬ \_\_\_\_\_. But what I'd really like to do is leave you with a bit of wisdom that was passed on to me by \_\_\_\_ ⑭ \_\_\_\_\_. When I told him I was going into show business, he just smiled and said, \_\_\_\_ ⑮ \_\_\_\_\_. I hope you'll remember that as I have. Thank you, and Gawd bless.

### FILL BLANK #4 FROM THIS GROUP

- A. in Las Vegas—on the upper floors of a public toilet.
- B. solitaire in the drunk tank of a small west country jail.
- C. second fiddle to a trained seal in a carnival side show.
- D. around with my neighbour's wife while he was in Brighton.



### FILL BLANK #5 FROM THIS GROUP

- A. told me a great joke in dialect, but I forget the punchline.
- B. passed along the gag about Margaret Thatcher that I'm sure you've heard.
- C. had a funny story about the Pope meeting Bo Derek on a train.
- D. praised me for supporting Israel even though I'm not Jewish.



### FILL BLANK #8 FROM THIS GROUP

- A. Taunton. Anybody else out there from Taunton?
- B. a tough east end neighbourhood. Any other Cockneys out there?
- C. a family of sanitary engineers. Any other dustmen out there?
- D. a closet hiding from evil spirits. Any other psychotics out there?



### FILL BLANK #9 FROM THIS GROUP

- A. buck-toothed that she ate corn on the cob through a picket fence.
- B. fat that in our graduation picture, she was the whole front row.
- C. talented that she grew up to be my close friend, Liza Minelli.
- D. desperate that she married me, so let's give her a big hand.



### FILL BLANK #12 FROM THIS GROUP

- A. I know you're out there because I hear you breathing.
- B. Just raise your hand if you want me to explain the jokes.
- C. There are hungry children in Asia who would gladly trade places with you.
- D. I'm sure the Man Upstairs has put me on Earth to spread happiness.



### FILL BLANK #13 FROM THIS GROUP

- A. hurry up and finish it already.
- B. sing five songs I recently had the privilege to record.
- C. add a little class to this routine by doing some Gay Irish jokes.
- D. set off an alarm clock so everybody can wake up and go home.





our own top £50 writers to whip together a monologue of the type that has launched many of today's comedians on the path to fame and fortune. Since MAD cannot promise

success if every aspiring comic uses the same material, we've included enough multiple choice jokes for you to fill in the numbered blanks and thereby personalise...

# MAD'S DO-IT- YOURSELF COMEDY ROUTINE

WRITER: TOM KOCH

## FILL BLANK #6 FROM THIS GROUP

- A. all those sex change operations?
- B. motels that show X-rated movies?
- C. the way the girls jiggle on "Charlie's Angels?"
- D. the way I switch to off-color material when nothing else gets a laugh?



## FILL BLANK #10 FROM THIS GROUP

- A. that Dave Allen hasn't sued me for stealing this monologue.
- B. to have two lovely children who are both out on parole tonight.
- C. for all the awards I've received when others were almost as deserving.
- D. that I didn't live in an era when lousy comedians were put to death.



## FILL BLANK #14 FROM THIS GROUP

- A. Sammy Davis Jnr.
- B. Kermit The Frog
- C. the last chairman of the F.I.F.A. World Cup Committee.
- D. my father, just before he was arrested as a flasher.



## FILL BLANK #1 FROM THIS GROUP

- A. germs.
- B. jerks.
- C. all you other women out there.
- D. my parents, who just celebrated their 60th anniversary, Lord love 'em.



## FILL BLANK #2 FROM THIS GROUP

- A. Preston, Wigan and Bootle.
- B. my hotel room which is so small the mice are humpbacked.
- C. the store where I just bought this suit made out of recycled lint.
- D. a charity telethon where I worked for 23 hours, but please don't applaud.



## FILL BLANK #3 FROM THIS GROUP

- A. I bit him.
- B. I said, "Take my wife—please!"
- C. I told him my girl went topless for a week and nobody noticed.
- D. I did my impression of Tony Benn, which went something like this.



## FILL BLANK #7 FROM THIS GROUP

- A. wearing pink leotards to a Dockers' Union Meeting.
- B. showing up at a girl's house naked on the first date.
- C. charging people money to hear a comedy routine like this one.
- D. refusing to die for this country, and I mean that sincerely.



## FILL BLANK #11 FROM THIS GROUP

- A. "That's nothing. My wife ran off with our marriage counselor."
- B. "I wasn't signaling for a turn. I was just drying my nail polish."
- C. "You wouldn't think this was a one-horse town if you had my job."
- D. "Know where my gorilla sleeps? Anyplace he wants to."



## FILL BLANK #15 FROM THIS GROUP

- A. "You can't tell a jackal by the color of his socks."
- B. "The higher the fewer."
- C. "The devil may wear many coats, but all of them need mending."
- D. "Don't rub your greasy hands all over the door knob."







## NAUSEOSTALGIA DEPT.

Way back in September 1977 we ran a feature on CB Radio. At that time it was illegal in this country although many thousands of sets were being operated by car drivers using the AM band. Just a few months ago, the Home Office in their wisdom decided to make it legal and to help matters, also decided that the AM

# A MAD LOOK

ARTIST: JACK RICKARD

## THE HANDLE

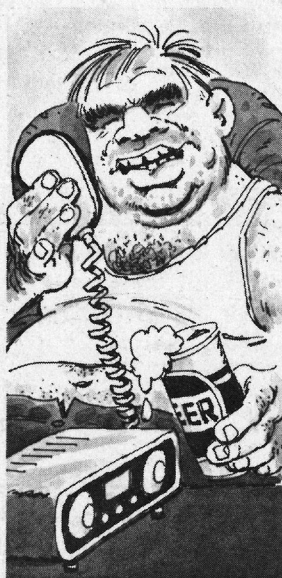
A CB Radio buff never uses his own name. Instead, he uses a made-up name, or "handle," which is supposed to describe

him. But, since no one can see him, the "handle" he picks out usually describes him as he wishes others to see him.

### HERE ARE SOME SAMPLE CB RADIO "HANDLES"



"Big Stud"



"Tycoon Tom"



"Sexy Venus"



"White Knight"



"Jail Bait"

The most popular code used by CB'ers is called the "10-Code." Some examples of the "10-Code" are...

10-4	.....	O.K., Yes
10-1	.....	Receiving poorly
10-2	.....	Receiving well

What many novices do not realize is that the "10 Code" goes up into the hundreds. For example...

10-100	.....	Restroom stop
10-200	.....	Police needed at

But what even experienced CB'ers don't realize is that for the elite... the tried-and-true CB'er who's been at it for years, there's even a higher, more specific "10-Code." For example...

10-2, 354	.....	My pantyhose is caught in my front left door
10-3, 459	.....	The mangos in my trunk are rotting
10-4, 768	.....	I don't think I've got enough money for the toll
10-5, 745M	.....	There's no toilet paper in the Men's Room at the next Texaco station
10-5, 745W	.....	There's no toilet paper in the Ladies Room at the next Texaco station
10-5, 756	.....	I don't think I can hold out for another station

## THE CB RA





band could not be used and that legal CB'ers should be confined to FM band only. We now have the confusing situation of having thousands of rigs putting out on AM illegally and not all that many rigs using the now legal FM band. For what it's worth we think they should all be legal which is why we're reprinting



# AT CB RADIO

WRITER: DICK DE BARTOLO

## THE EQUIPMENT

4 watts is the maximum power output any CB rig can have. This has been established by the powers that be at the Home Office  
So all CB'ers have 4 watts ...

... but some CB'ers have 4 WATTS!!

Hey, Sexy Gal, maybe we can get together! How far away from 28 Elm St. are you?

We ARE gonna get together, for bloodshed! I'm in our garage! This is your WIFE!



So you hear me loud and clear in Brighton, Good Buddy?!? I guess I must be really putting out!

You sure are, Big Bear ... 'cause I hear you fine, and I don't even have a CB!!



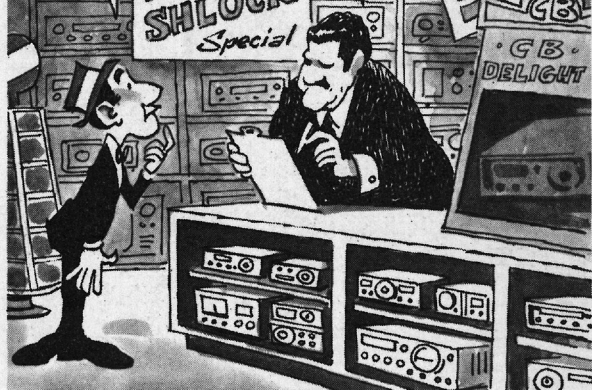
The great advantage CB Radio has over the phone is that you can communicate with other CB'ers, and you don't have to pay British Tele-Con one single penny!

You mean I can talk to as many CB'ers as I want, and there's never a CHARGE?!!

That's right! Just get on your rig, and racketjaw away! It's ALL FREE!

Now the CB unit I recommend for you will cost £140.95 for the base station, £89.95 for the mobile station, £48.75 for the antennas, £19.95 for the special microphone, £24.99 for-

RADIO SHLOCK Special



## DIO CODES

In addition to the numbers codes, CB'ers love to use verbal codes. These codes vary from region to region, but some typical expressions follow ...

BREAK, BREAK	What often happens to your antenna, antenna
BEAR TRAP	Police with radar
BEAR CAVE	Police station
BEAR ASS	Policeman on donkey
GOOD BUDDY	What the salesman who sold you £435 worth of CB equipment considers you
EIGHTEEN WHEELER	Large truck, or 9 guys on bicycles
MERCY SAKES	#@\$%&@#%&@#%
DOUBLE BUFFALO	55MPH, or "I just picked up two hitchhiking bison!"

And of course, CB'ers never use the word "yes." They've shortened it considerably!

Do you read me?

That's a 10-4-affirmative-Charlie-forty-Roger ... !!







# WHAT IT'S LIKE COM



## OTHER PRACTICAL U

NOT ONLY ARE THE MOTORIST AND THE HOBBYIST USING RIGS. MORE AND



## AN IMPORTANT TIP

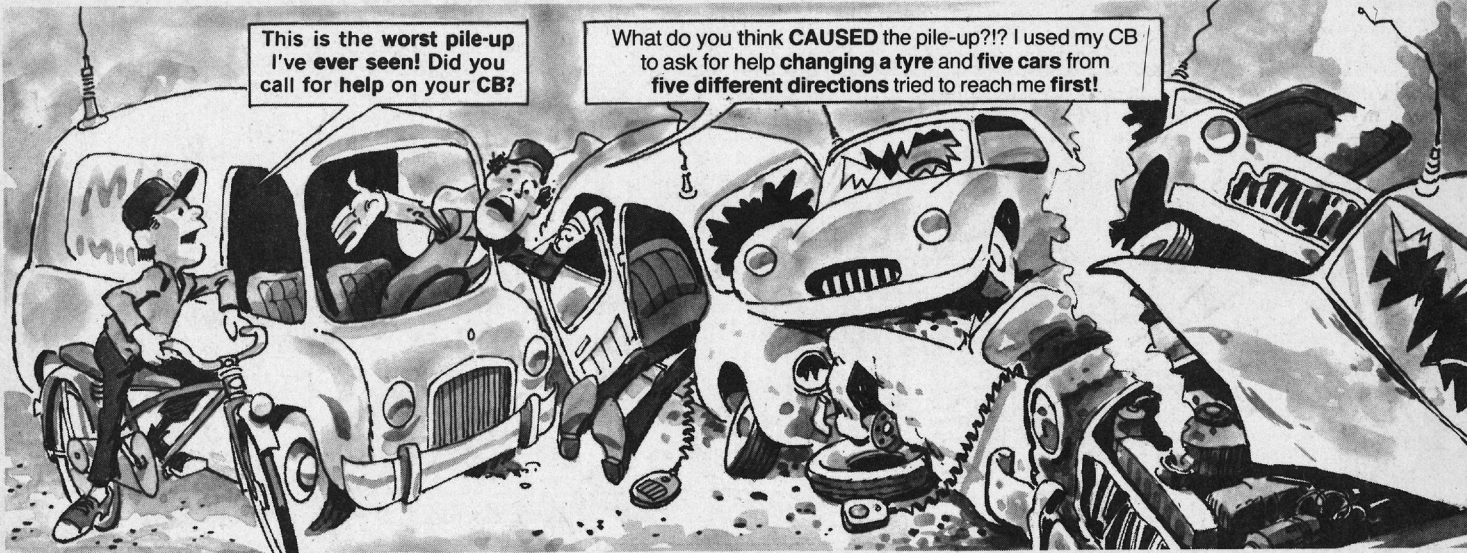
Although you can talk to a person on a CB radio, anybody else that's tuned to that channel can hear your conversation.

Okay, Swinging Sally, this is Lonesome George saying a big "10-4" to meeting you for a drink at the Softlight Café!



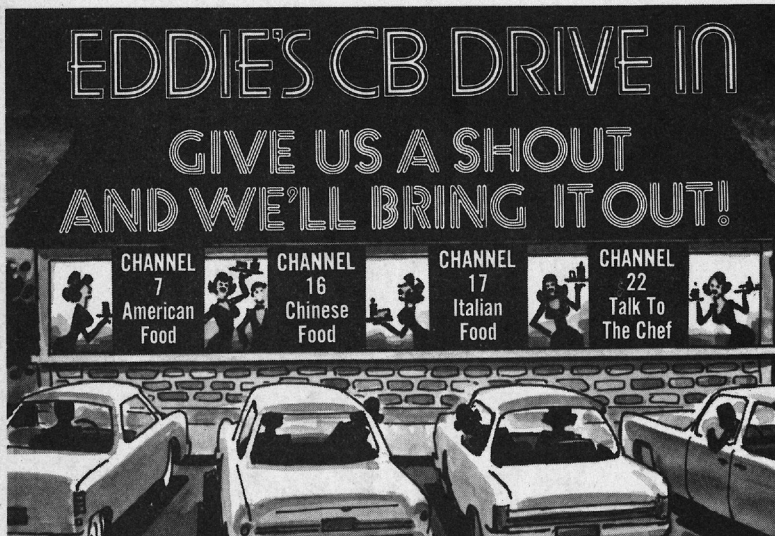


# MUNICATING ON CB



## SES FOR CB RADIOS

MORE PEOPLE ARE FINDING OTHER NEW AND EXCITING USES FOR CB RADIOS



## THE FUTURE OF CB

As we've said before, there are many thousand of AM CB Radios in use right now, and are still being bought every day. Then there are the FM rigs which are stuck with just 4 watts to make themselves heard. So we feel the future can be bringing along problems. . .

Your country cottage, miles out in the country, with only an FM CB Radio for contact could bring problems

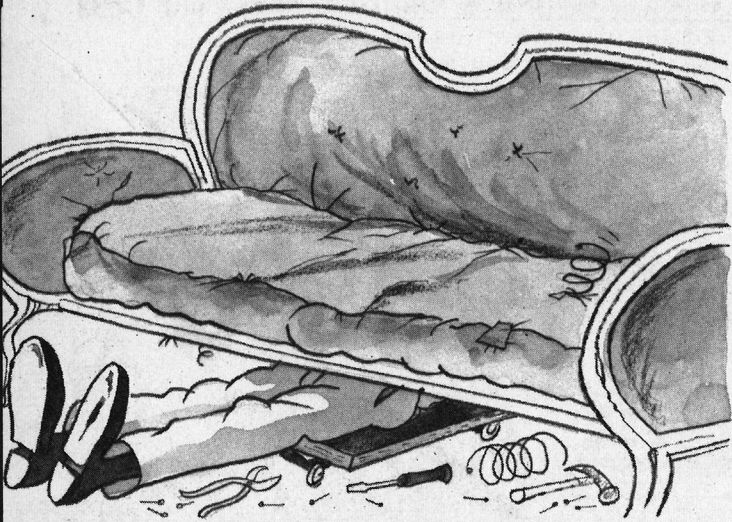


And for the really serious user, brought up on AM CB there could also be problems in finding other breakers

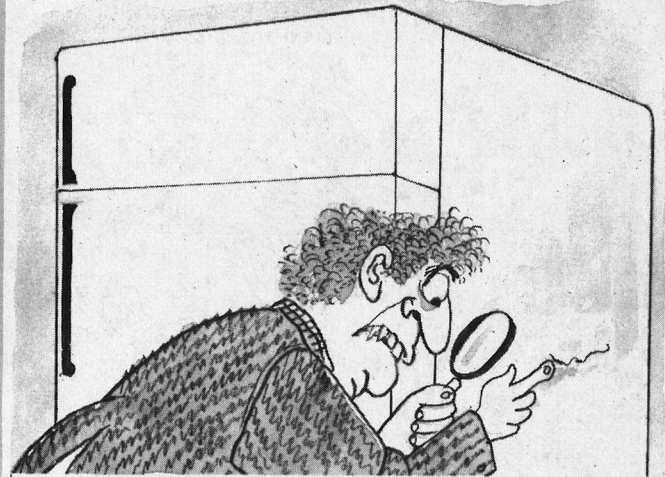




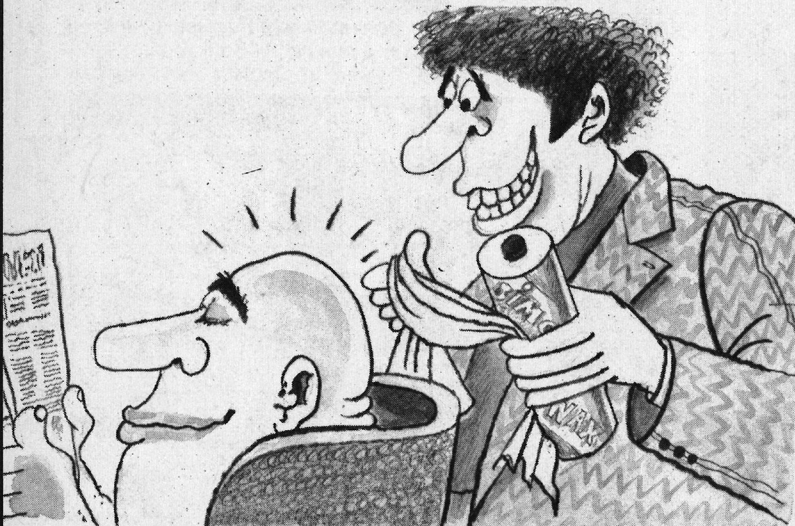
**CHANGE THE SPRINGS ON YOUR LIVING ROOM SOFA**



**INSPECT YOUR NEW REFRIGERATOR  
EVERY DAY FOR DENTS OR SCRATCHES**



**POLISH AND WAX SOMETHING TO A HIGH SHINE**



**AUTO NEUROTIC DEPT.**

**THANKS TO THE GASOLINE SHORTAGE  
TO GIVE UP DRIVING ALTOGETHER**

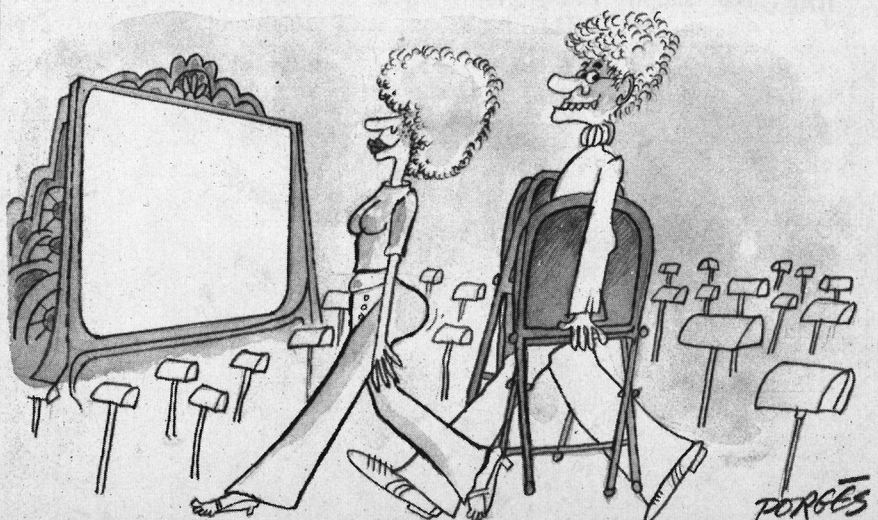
**THINGS YOU  
REMEMBER Y**

ARTIST & WRITER:

**CHANGE YOUR OIL**



**BRING TWO FOLDING CHAIRS TO YOUR DRIVE-IN MOVIE**



*PORCÉS*



**DO A JACKRABBIT START AND ACCELERATE FROM 0-TO-5 MILES PER HOUR IN A SUPERMARKET AISLE**



**PUT SEATBELTS ON YOUR NEW BARKER LOUNGER, AND THEN NEVER USE THEM**



**PORTAGE, SOMEDAY WE MAY HAVE  
THER. HERE, THEN, ARE SOME**

**WE CAN DO TO  
YOUR CAR BY**

PAUL PETER FORGES

**LET SOMEBODY BACKSEAT-NAG YOU ON A TANDEM BIKE**



**EAT SOME JUNK FOOD OFF A TRAY  
HANGING OUTSIDE YOUR WINDOW**



**GET YOURSELF A PORTABLE C.B. AND A NEW C.B. HANDLE**





Some of our more innocent readers may fondly imagine that the various 'Game' Shows they watch on TV spring from the fertile imagination of the British TV companies. Wrong. . . ! they nearly all spring from across the Atlantic and just to prove it, we sent our team to take a look at the U.S. equivalent of the show hosted by Mob Bunkhouse over here. Read on, you'll find all that's changed are the faces. . . the patter's the same, all we've done is change the name into. . .

# FAN

Listen...  
I'm the  
**HEAD**  
of this dumb  
family, so  
I keep all  
the money  
we win!!

It was  
**MY** idea  
to try  
out for  
this show,  
so I keep  
all the  
money!!

Oh, yeah??  
Unless I get  
half the win-  
nings, I'll  
tell America  
what a rot-  
ten Father  
you are!!

I wet my  
pants!!  
  
I **TOLD**  
you to  
**GO** be-  
fore the  
show!!

And  
that's  
when  
I wet  
them!  
**Before**  
the  
show!!

And now,  
here's  
the  
**Host** of  
"Family  
**Fools**",  
Richard  
Boresome!

Hi, and welcome to "Family  
**Fools**"! And speaking of  
family fools, will someone  
please tell the **Finster**  
Family to **stop fighting**!  
They're **supposed** to fight  
with the **OTHER** family  
... not with each other!!





# FAMILY FOOLS



This is the Doe Family! Johnboy... suppose you introduce us to the members of your family!

Sure! This is my Sister, Ling Wong ... my Brother, Vito DiAngelo... my Mother, Ruby Jackson... and my Dad, Sven Svensen!

Johnboy, are you sure this is your family?

Well, it's my family for the next half hour! Actually, we met while picking up tickets for the show!



And now, let's meet the Finster Family!

You're a real cutie! KISSY! KISSY!

Oh, my, that was delicious! Let's have an "Instant Replay" of that!

You, my darlin', must be Karen, the Secretary!!

No... I'm Andy, the Decoy Cop!

Mouthwash! Mouthwash!

ARTIST: ANGELO TORRES WRITER: DICK BIC



Richard, we watch the show at home all the time, and we know that people are always bringing you gifts! So, we want you to have this one! It's homemade!!

A gift? For me?! What is it?!

It's a BOMB!! And if we WIN, then we'll tell you how to defuse it! But if we LOSE... well... more than your FAME will be spread across this country!!



Okay, it's time to play "Family Fools"! The first team to reach 200 points plays for the \$10,000 jackpot! We take the first player of each team first! And the first one to hit the buzzer first goes first and answers the first question! But if his answer isn't on the board in the first place, the other party has a shot at seeing if his answer is first! And if it IS first, then that team goes first, understand?

Yes... but only because we had a six hour briefing before we came out here!



Okay... here we go! **Name something that's MADE IN JAPAN!**

**BUZZZ**

The Finsters buzzed first! What's your answer to something they make in Japan...?

**LOVE... !!!**

What has "LOVE" got to do with something that's made in Japan???

Nothing... but "MAKE LOVE" is always on the board!!

Well... let's see! By jove, you're right!! "MAKE LOVE" is number one!!



And now, you have a decision to make!

Do you want to play... or pass?

What happens if we pass??

**MAKE LOVE**

God only knows! It's been so long since that's happened, no one can remember! So do me a favor and play!



Andy? Something made in Japan??

**CARS!**

Good answer! **WONDERFUL!** You GOT it! Smart boy... or—uh... girl!



"CARS" is up there! Karen? Something made in Japan...??

**TV SETS!!**

That's IT!! **GREAT!!** A good answer! Nice going, Karen!! You DID IT!!



"TV SETS" is there! Lorraine?

Uh... **MAPLE SYRUP!**

What a **GREAT ANSWER!** Brilliant! **WONDERFUL!**

You call "MAPLE SYRUP" a wonderful answer to the question, "Name something made in Japan..."??

We sure do...!! Here... in front of millions of people, Richard! But when we get that idiot home, we'll KILL her!!



Sorry! **MAPLE SYRUP** gives you your first strike!

Jaywalker, you only need one answer to "Name something made in Japan," and you can play for \$10,000! I'll even give you a big hint! It's not **MAPLE SYRUP**... and it's not **PEANUT BUTTER**...!

Oh, shoot! You just took away my answer!



Sorry, you didn't answer in time! That's **strike two!** One more strike and the Doe Family will have a free try! Look at them there, in a **deep huddle**, deciding on an answer! Oh... our Stage Manager tells me they're **NOT** in a **deep huddle**... they're in a **DEEP SLEEP**... !!



Howard... your last chance...? "Something made in Japan..."?

**GIGGLE!**

**GFAWWW!**

**HA-HAH!**

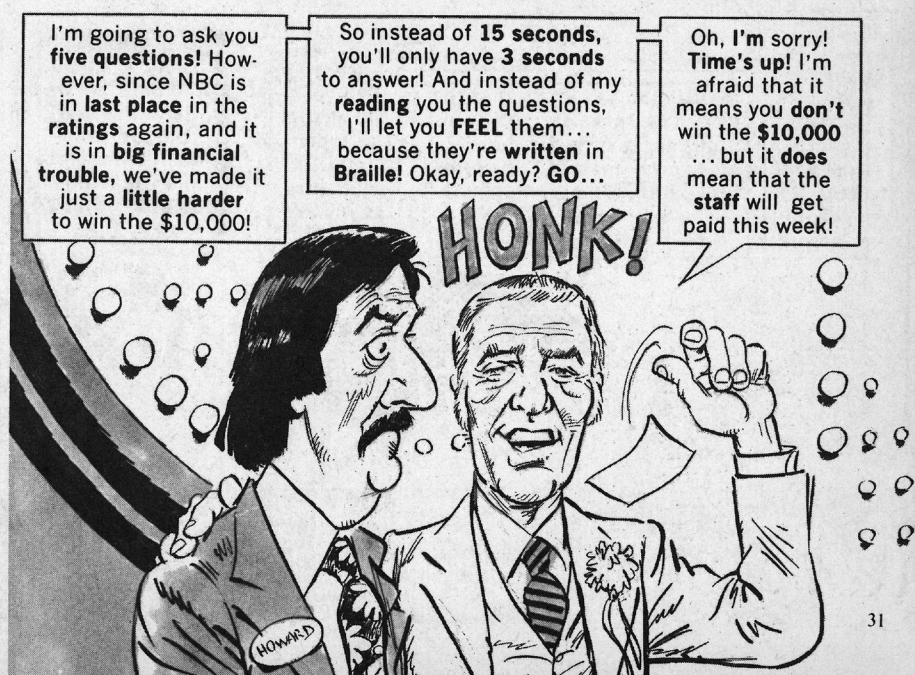
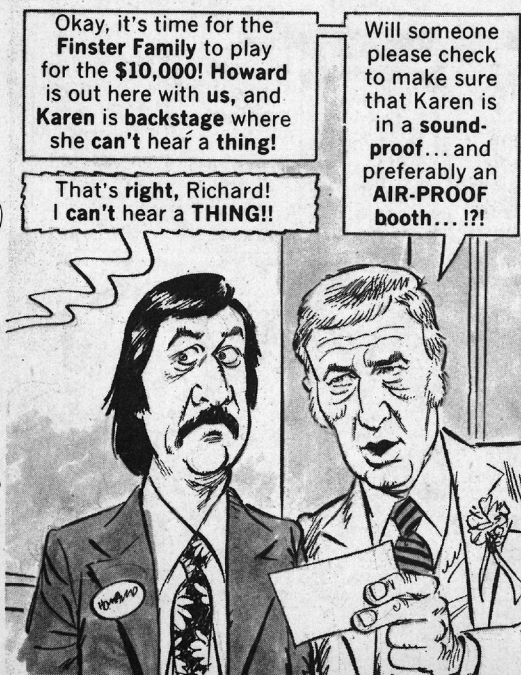
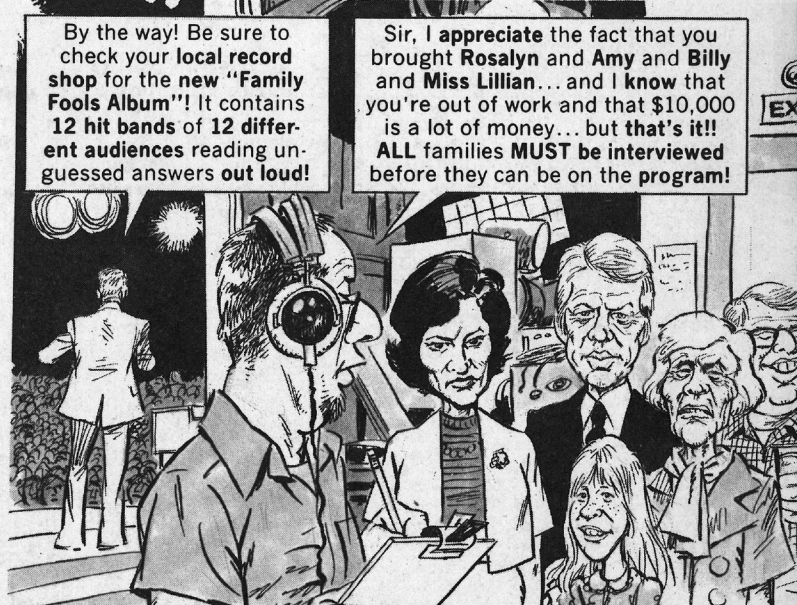
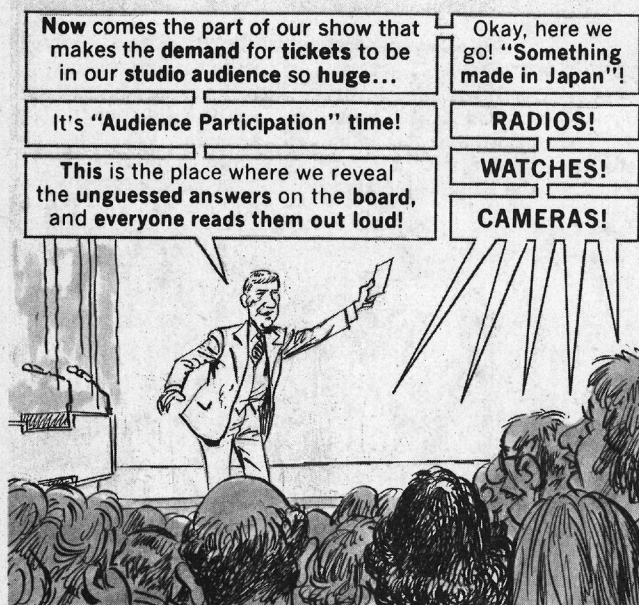
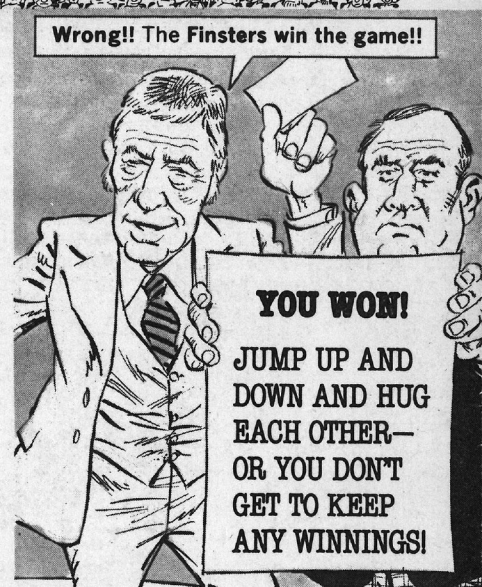
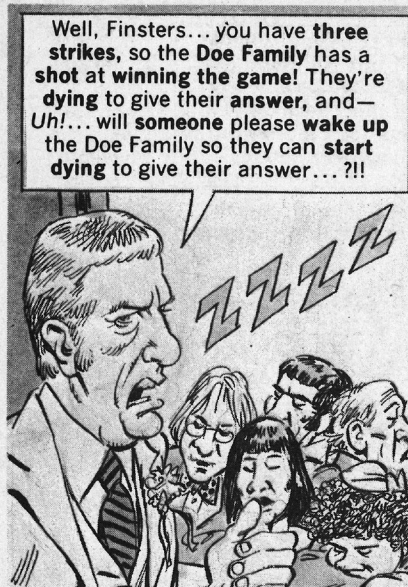
**SNICKER!**

How about **LITTLE JAPANESE!**

That's not funny, Audience! That's **degrading** to the Japanese people! Now, if I'd said it, it would have been funny and not at all degrading!









But you don't go home empty-handed! Gene Bile... tell them what they get!

Ten cases of Dent-Teeth Gum!!

Chewing Dent-Teeth is like eating a toothbrush! And its rich sugary flavor will keep you coming back for more...

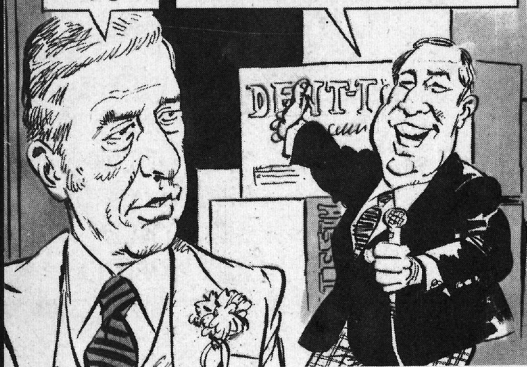
More gum, and more fillings!! YOURS... compliments of the American Dental Association!

And now, it's time for "Celebrity Family Fools"! This is the show where celebrities make fools of themselves! But it's okay ...because they make fools of themselves on their own shows anyway!!

Let's meet Celebrity Group Number One... the team from "60 Minutes"! It's gorgeous Mike Wallace, lovely Harry Reasoner, the vivacious Dan Rather, the gregarious Morley Safer and the buxom Andy Rooney...

You kiss any one of us... and we'll beat the daylights out of you!!

Welcome to "Family Fools," guys!!



And to do them battle, the team from "Love Boat"!

As you know, we can't always have the BIG LEADS from every hit TV show...

...and so from "Love Boat"... here is RAY PICHON... the ship's hairdresser!

MIKE WEEKS, the cousin of the Lighting Engineer!

RHODA FELDMAN, who is Gavin MacLeod's personal secretary!

DR. ALAN MARKHAM, who is Bernie Koppel's Doctor in real life!

And LYDIA FANG, who has played a passenger in some of the long shots!!

What charity will your team be playing for...?

We're playing for the Brotherhood of American Retired Friendly Seamen... otherwise known as the BARFS!!

And I can see why!



Mike Wallace ... what charity will your team be playing for...?

NONE! Did you know that the March of Dimes spends over a quarter to collect a dime?!? Did you know that the people at CARE don't really care?! Did you know that all they do is FIGHT at the United Fund?

I see that you guys are almost as much fun OFF your show as you are ON it!

Okay, it's time to play! We'll take the first person from each team first and the team—

**BUZZZ...**

I'm STILL doing the explanation! Why did you buzz?

To keep from hearing ALL of the explanation!!

But that's unfair! Your opponents didn't have a chance!

That's okay with us! We built our entire careers on exposing people who are unfair!







Let me remind the audience you're playing for charity, so we would not look very nice if the questions were really tough! Now, with that in mind...

Here's the question! Name a television network!  
CBS...!

It's up there! Mike? A television network?  
ABC...!

It's up there! Rhoda...? Guess the third TV network and you're the winner!!  
Before I do that, Richard, my Mother wanted, more than anything else in the world, to be here so you could kiss her! So I was wondering...?

If I could kiss you... and then you'd kiss her?  
Close! I was wondering if you'd kiss her dentures! I have them here in this glass...

I'll cross that "bridge" later... giggle, giggle! Oh dear, that kind of humor makes me wish I was still on "Hogan's Heroes"!  
What's the difference what show you're on! Your JOKES go back that far!



Okay, Rhoda, one more guess to go, and your team will play for the \$10,000! Name the TV network! There are three answers on the board, and so far, we have ABC and CBS!

Yes, my dear! There IS a third one!

First strike! No, PBS is educational!

Educational?! Oh, my gosh!! I'm sorry I said that on commercial television!

Don't worry! They'll bleep it out so the youngsters won't hear it!

Is there a third one?

Is it PBS?



Dr. Markham, it's your turn!

That's IT! How did you guess it??

I—I didn't guess! I was just reading the letters off the side of those TV cameras...!

Well, I don't want to say NBC is doing bad, but if you want to BUY one of those cameras, see me after the show! Now... two of you will play for \$10,000 for your favorite charity right after this commercial...

NBC!



This is a hold-up! Gi'me all the money and you won't get hurt!!

Give you all the money?!? What are you, ... NUTS?!? Get out of here, you creep!!

Joan!! Take it easy!! You're over-reacting!!

It must be my nerves! My Doctor says it's from too much caffeine!!

Why not try Sinka Coffee?? But I like REAL coffee!!

Sinka IS real coffee! All we do is take out the caffeine ... and the flavor!!



### THREE WEEKS LATER...

Feeling better...?

I'm feeling WONDERFUL!! Thanks to Sinka Coffee, I'm just so RELAXED these days!

This is a hold-up, lady! Gi'me all the money...!

Oh, certainly! How do you want it? In small bills? Will you take checks? Do you have time for a cup of coffee...?





We're back now... and the team from "Love Boat" is playing for \$10,000! Rhoda is off-stage... and Mike will go first! You have 15 seconds to answer these five questions which we asked of 100 people! Or do you have 5 seconds to answer these 100 questions we asked of 15 people??

Oh, it really doesn't matter! Just remember the one cardinal rule of the show: Scream... holler ...and jump up and down a lot!!

Okay... something you do in the morning?

Make love!

Something you do at night?

Make love!

Something a housewife might ask her carpenter to make?

Make love!

Something you do instead of making war...?

Make love!!

And finally... something people do at an Office Christmas Party...?

Make love!



Mike, it's amazing how your mind goes off in so many directions!!

Now, you've got 187 points so far! If Rhoda comes out and gets an additional 13 points, you'll have 200 points and your charity will get \$10,000... minus a few production costs, some technical fees and a certain amount of overhead!

Let me put it this way, they could, end up owing us very little money!



Okay, bring Rhoda out of the sound-proof booth, now Rhoda, we asked Mike five questions, and...

Make love!  
Make love!  
Make love!  
Make love!  
Make love!

Y'know, I really think we should spring for a few bucks, and buy ourselves a new sound-proof booth!



Well, folks! This is what your charity has won...

Wow! They won \$1,135!

Well, not exactly! They won this Cue Card! This card has been seen on network TV so it should be worth ... er, dollars!!



That's not fair!

Hold it! We need more than this for making fools of ourselves!

Let's do one of our real slander pieces on this show!!

Hey, how come WE didn't get a free case of Dent-Teeth Chewing Gum...?

You're all TOTAL IDIOTS!! I wish that we were a REAL family so I could dis-own you!

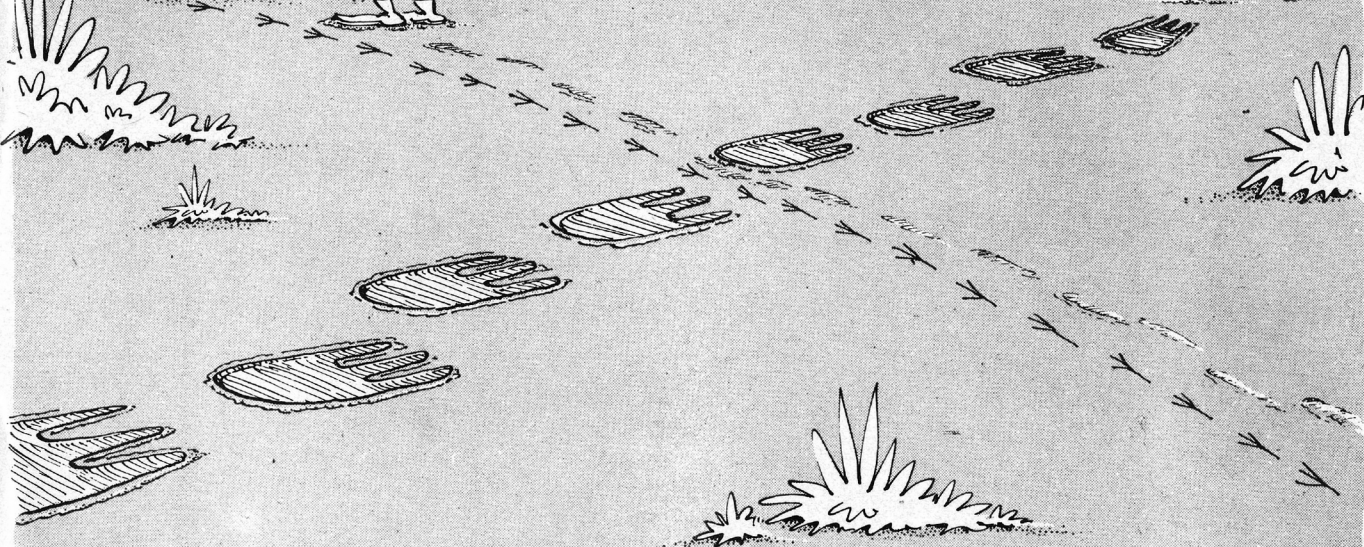
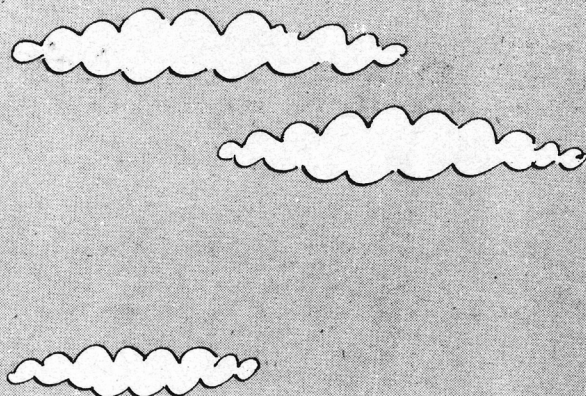
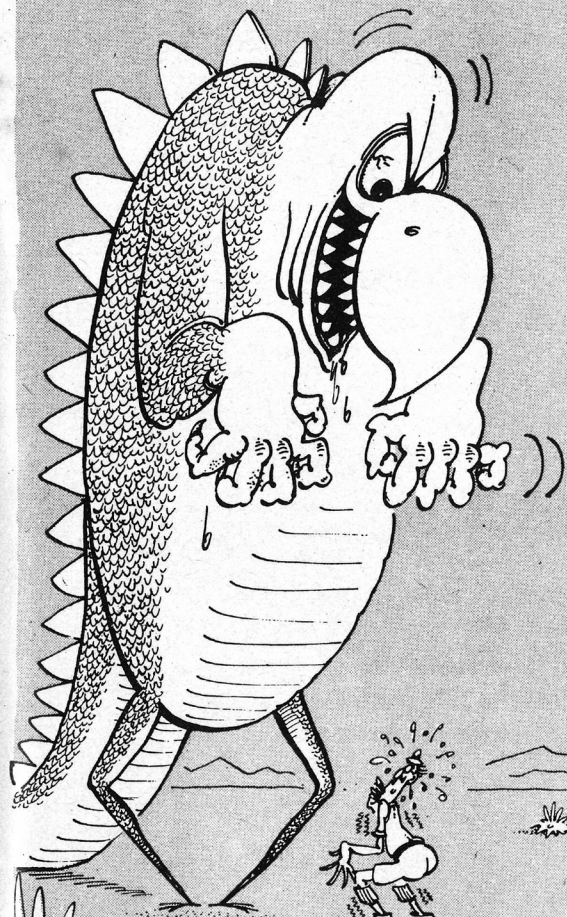
How come you're so good at home and so stupid here!!

Well, so much for this edition of "Family Fools"! Too bad the show's over, because this is where the REAL feuding begins! The GREED that shows up when people try to divide \$10,000 has split up more of our families than "The Newly Wed Game"!

So if you think you've got a "real together" family, give it the supreme test! Try playing "Family Fools"! Good-night ...!





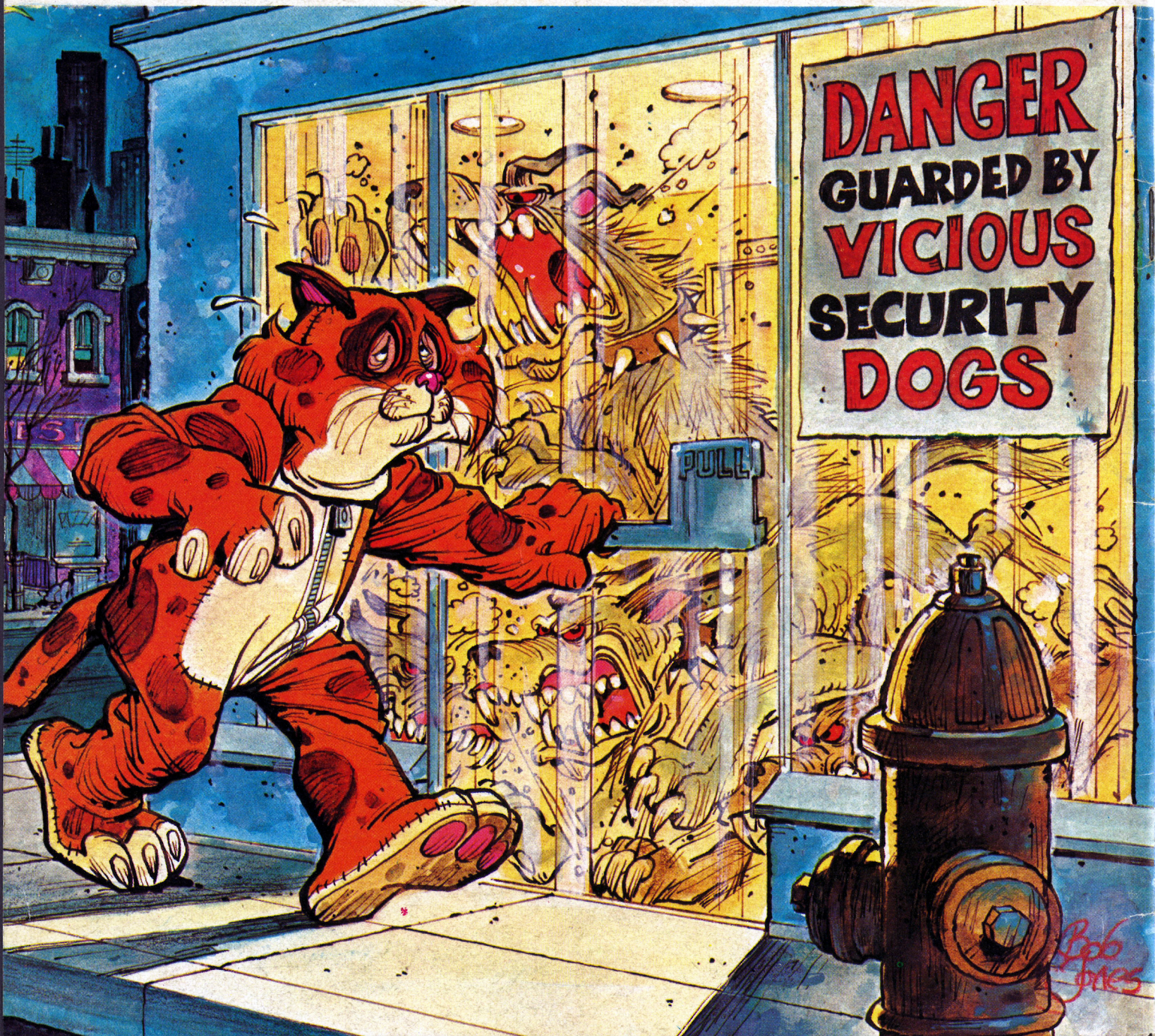


D. MARTIN





504  
**WHY KILL YOURSELF?**



JUST BECAUSE YOU MISSED THE  
LAST ISSUE AT THE NEWSSTAND?

**SUBSCRIBE TO**

**MAD**

**AND HAVE THE NEXT 12 ISSUES  
MAILED DIRECTLY TO YOUR HOME!**

**MAD** 44 HILL STREET  
LONDON W1X 8LB

I enclose £6.30\*. Enter my name on your subscription  
list, and post me the next 12 issues of MAD Magazine.

NAME .....

ADDRESS .....

.....P.CODE .....

\*This subscription rate is for the United Kingdom and including Eire. Please  
note that payments from Eire must be made in U.K. Currency. Overseas  
subscriptions are £9.25 (Surface mail) or £19.00 (Air mail). Cheques should  
be made payable to Saron International Publications.